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COFFEE & TEA INDUSTRIES

and The Flavor Field

79th YEAR

DECEMBER, 1956

C. E. BICKFORD & CO.

Merry

Christmas

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 WITH
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ANGOLA
 CABO VERDE • S.TOMÉ • TIMOR

THEY ARE SWEET AND THEY WILL
 BRING DOWN THE COST OF YOUR BLENDS

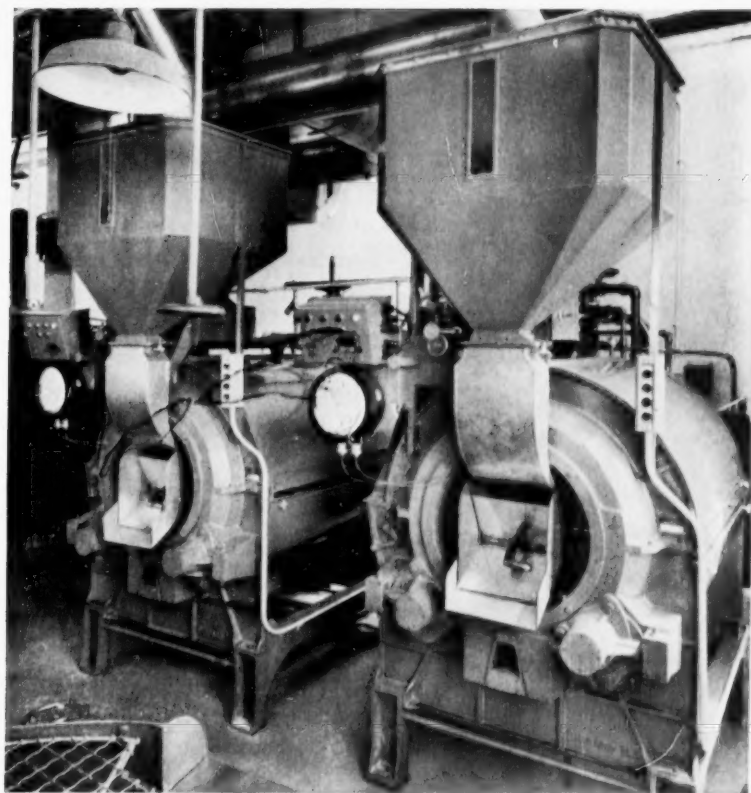
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**JUNTA DE EXPORTAÇÃO
 DO CAFÉ**
 HEAD OFFICE: RUA AUGUSTA 27-LISBON
 PORTUGAL

D. SARAIVA

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Happy New Year
to All
in the Coffee Industry

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SAN FRANCISCO: 214 Front Street

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YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—GRANULATORS

This is a four-page bulletin with pictures and specifications on a new line of coffee granulators. The bulletin describes capacity and dimensions, special finishing rolls, operation and maintenance, replacement heads, etc. Jabez Burns & Sons, Inc., 11th Ave. at 43rd St., New York City.

9—MODERN FILLING MACHINES

A four-page illustrated folder describes a complete line of modern filling machines and packaging machinery for virtually any of your needs. Stokes & Smith Co., 4962 Summerdale Avenue, Philadelphia 24, Pa.

10—PACKAGING BRIEFS

Succinct statements of facts on packaging coffee in one-pound bags, in three-ounce sizes for glass coffee makers, and for urns are in these Packaging Briefs. Available from: Pliofilm Department, The Goodyear Tire & Rubber Co., Akron 16, Ohio.

11—FLAT BAG PACKAGE

This four-page illustrated folder describes German-made automatic flat bag filling and closing machines. High speed types are said to fill and seal up to 130 bags per minute. Gebr. Holler, Maschinenfabrik, Bergisch Gladbach Bei Köln. U. S. representative: Ulbeco, Inc., 484 State Highway #17, Paramus, N.J.

12—COFFEE GRANULIZERS

A profusely illustrated folder which explains the line of Gump Coffee Granulizers was recently issued. Included are details on the new Style "E" Granulizer, as well as facts about the two sizes of Granulizers, each available in four models. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50.

13—STORE GRINDER

This illustrated bulletin describes the new Super Grindmaster Model No. 500, which supersedes the company's regular Grindmaster, featured for the past four years. Operation is fully automatic. The grind plate is on the front of the machine, in full view of the customer, and the grinds are indicated with an illustration of the brewing device, as well as by name. American Duplex Co., 815-827 West Market St., Louisville 2, Ky.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

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DECEMBER, 1956

Formerly THE SPICE MILL



79th Year

DECEMBER 1956

Vol. 79, No. 12

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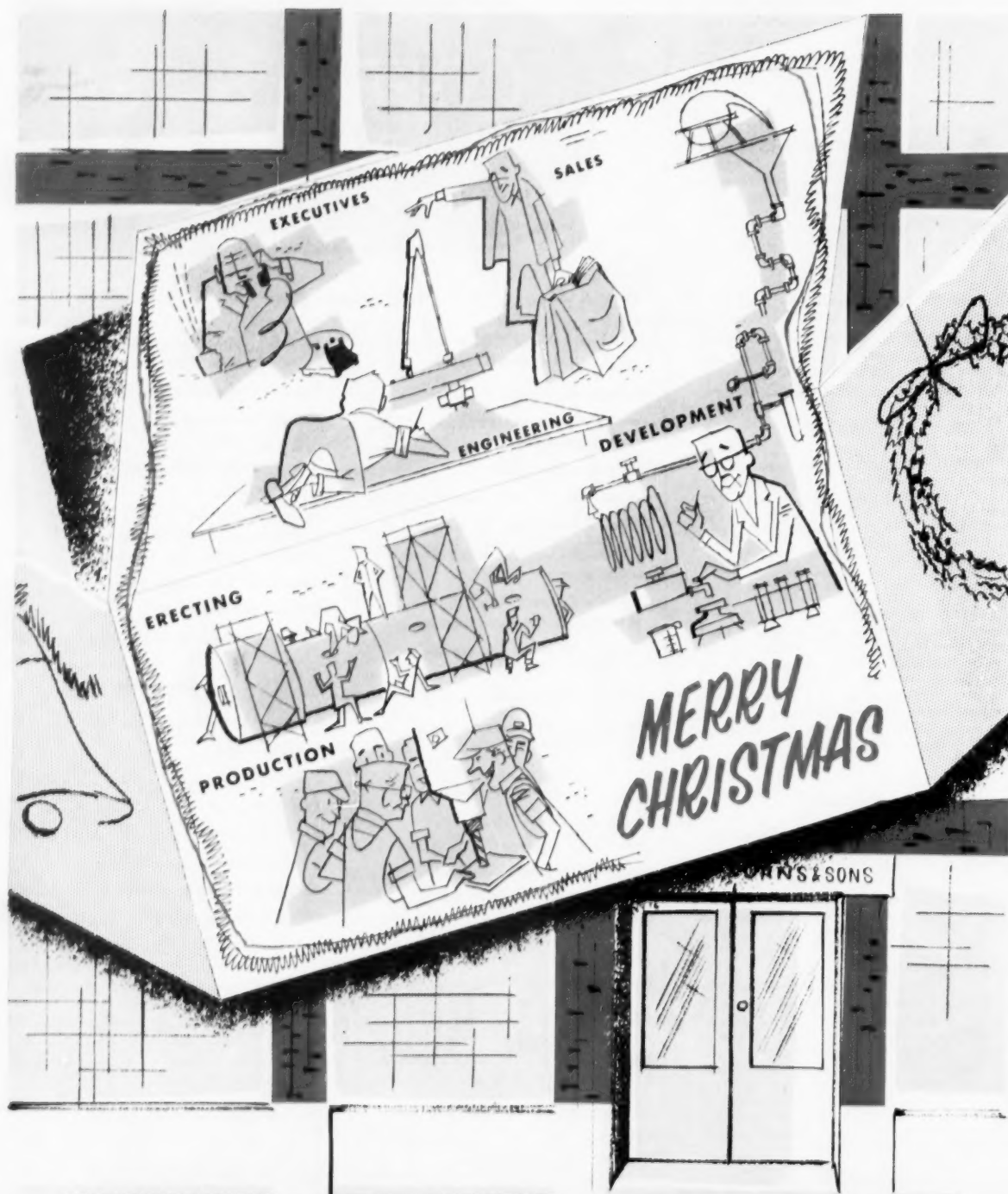
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79th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



JABEZ **BURNS** AND SONS, INC.
ENGINEERS

NEW YORK • CHICAGO • DALLAS • LOS ALTOS

20 years of progress

Everyone in coffee — producer, U. S. coffee men, allied industry — is better off today because two decades ago the Pan-American Coffee Bureau was founded to promote increased consumption of the product.

Two hundred and sixty-three years after the Boston Tea Party, which is credited with creating the public sentiment that resulted in coffee becoming America's favorite beverage, the Pan-American Coffee Bureau was founded.

Historically, the formation of the Bureau just 20 years ago was of great importance to the coffee industry. The Boston Tea Party, made coffee drinkers out of colonists who were indignant over high taxes on tea. The creation of the Bureau was an action of the Latin American coffee-producing countries which was to have a far-reaching effect on development of U. S. coffee drinking.

During the past 20 years, not only has the consumer increased his taste for the "wake-up" beverage at breakfast, but he has also increased his consumption of it during lunch, dinner and after dinner. He has come to recognize the coffee break as a relaxer and builder of efficiency that benefits both employers and employees. And, in addition to its enjoyment qualities, coffee now serves as a saver of lives through its part in the highway safety programs.

Important, too, is the fact that the increasing popularity of coffee in the United States has stimulated commerce between the Americas. Coffee's role as the principal dollar earner for Latin American countries during the past 20 years has contributed greatly to their ability to trade with the United States. Their imports of U. S. goods have grown from \$639,000,000 in 1937 to an estimated \$3,700,000,000 in 1956.

The Pan-American Coffee Bureau was founded by action of the First Pan-American Coffee Conference meeting in Bogota, Colombia. The resolution establishing the



One of the 5,000,000 stamps marking PACB's 20th anniversary. It is in color, and in usual stamp size, for use by coffee men.

Bureau was adopted on October 7th, 1936, and in January, 1937, it opened its doors at 120 Wall Street, New York City, where it still maintains its offices.

Under its original constitution, the Bureau received its funds from members of a fixed monthly dues basis. When the Second Pan-American Coffee Conference met in Havana, Cuba, in 1937, the delegates recommended larger contributions so that an effective campaign to increase coffee consumption in the United States could be launched. After careful study, the countries agreed on a minimum assessment of five cents for each 132-lb. bag of green coffee they shipped to the United States.

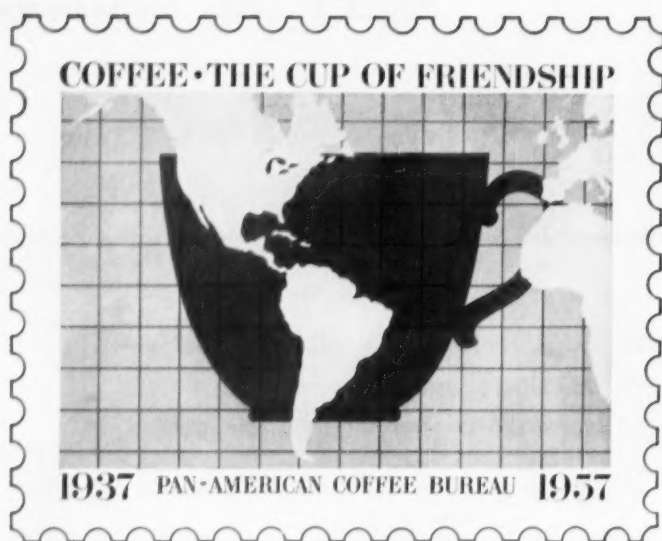
With the increased funds, in May, 1938, the Bureau began its first major campaign. In the first year, the Bureau promoted hot coffee during the winter and iced coffee during the summer. Advertising and publicity were continued during the following year, and in 1940 the Bureau reported to its members and the U. S. coffee industry that imports to the United States had increased from 12,856,763 bags in 1937 to 15,259,691 in 1939. In addition, per capita consumption was up from 13.09 lbs. in 1937 to 15.21 lbs.

(Continued on page 86)

"Unity of purpose and action"

"The Pacific Coast Coffee Association, on behalf of its members, gives testimonial to its high regard and appreciation for the contributions of the Pan-American Coffee Bureau in helping to create and maintain unity of purpose and action among the free nations of the Western Hemisphere through the common bonds of interest in coffee."

—From a testimonial by the Pacific Coast Coffee Association.



20 YEARS

1937—THE PAN-AMERICAN COFFEE BUREAU—1957

The primary objectives of the Pan-American Coffee Bureau remain the same today as they were when first formulated by the Founders:

To promote increased use of coffee in consuming countries.

To maintain good relations between consumers and producers.

1937 HIGHLIGHTS 1957

1937 As a result of the First Pan-American Coffee Conference in Bogota, Colombia, in October, 1936, Pan-American Coffee Bureau begins operation in U. S. in January, 1937.

Second Pan-American Coffee Conference, Havana, Cuba, approves funds to promote coffee in U. S.

1938 First advertising and publicity program for coffee as commodity — sponsored by Pan-American Coffee Bureau in interest of whole coffee industry.

1939 First nationwide consumer coffee drinking study conducted by Pan-American Coffee Bureau.

1940 Third Pan-American Coffee Conference at New York City recommends action resulting in establishment of Inter-American Coffee Quota Agreement.

1941 First "Annual Coffee Statistics" published by Bureau recording coffee imports, consumption and prices.

1945 Fourth Pan-American Coffee Conference in Mexico City, Mexico, lays groundwork for postwar coffee progress.

First monthly "Coffee Newsletter" issued to food editors and publicists to promote coffee through recipes.

OF COFFEE PROGRESS

1947 First edition of "Coffee, The Story of a Good Neighbor Product" — over 10 million copies since circulated in schools.

1948 Extraordinary Coffee Conference in New York City reorganizes Pan-American Coffee Bureau — increases assessment to broaden advertising and promotion.

Coffee Bureau underwrites first national restaurant survey on preparation and serving of coffee.

Color film — "Good Things Happen Over Coffee" produced — since been shown to millions in theaters, schools, clubs and on television.

1949 First "One for the Road" campaign for safe driving receives popular support and commendation of safety officials.

1950 "Coffee-break" introduced as promotion theme by Pan-American Coffee Bureau — coffee available at place of work has since gone from 30% of workers to 75%.

Continuing series of annual studies by The Psychological Corporation begun — to study coffee drinking habits of consumers.

1952 Coffee Brewing Institute founded jointly by Pan-American Coffee Bureau and National Coffee Association, to improve coffee as beverage through research and educational activities.

Coffee Bureau extends activities into Canada — makes first coffee drinking study in Canadian market.

1953 First National Family Opinion Study — qualitative study of housewives' coffee consuming habits.

1954 Bureau subscribes to Market Research Corporation of America service to get information on consumer purchases of coffee by type, quantity and retail outlet.

Fifth Pan-American Coffee Conference held in Curitiba, Brazil, to study the world coffee situation.

1955 "For Safety's Sake — Stop for a 'Coffee-break'" summer safe driving campaign begins.

Study in "depth" of coffee's place in the consumer's mind conducted by Institute for Motivational Research.

1956 Coffee Seminars bring together all parts of coffee industry to discuss promotion plans for coffee.

"Fun with Coffee" recipe book offered to public and trade.

Industry participates with Bureau in Iced Coffee promotion.

Pan-American Coffee Bureau
120 Wall Street, New York 5, N. Y.

BRAZIL • COLOMBIA • COSTA RICA • CUBA
DOMINICAN REPUBLIC • ECUADOR • EL SALVADOR
GUATEMALA • HONDURAS • MEXICO • VENEZUELA

two decades of industry-level coffee promotion

During its 20-year history of promoting coffee in the United States, the Pan-American Coffee Bureau has used different media, different advertising appeals and different copy themes—but its basic point of view has never changed. Today this point of view is expressed in the slogan, "There Is Nothing So Satisfying As A Good Cup of Coffee."

Another article in this issue traces the growth of coffee consumption from 12,000,000 bags in 1936 to 20,000,000

"On the occasion of the 20th anniversary of its founding, I wish to extend greetings to the Pan-American Coffee Bureau, and to wish you continued success in your efforts to promote trade and good relations between the United States and the coffee-producing countries."

—R. R. Rubottom, Jr., Acting Assistant Secretary for Inter-American Affairs, U. S. Department of State, Washington, D. C.

bags in 1956. In these two decades, the market for coffee has been broadened; more coffee is drunk at breakfast today than 20 years ago; very much more is being consumed at other meals and between meals.

A great deal of this advance must be credited to the overall promotional work of the Pan-American Coffee Bureau. What has been proved true in the case of citrus fruits, meat, dairy and other large-selling food products, has been proved true for coffee as well—that institutional advertising plays an important role in building new markets.

PACB promotes coffee today with a rounded marketing program. During this past summer, for example, its campaign for iced coffee included national advertising, publicity, point-of-sale materials and promotion with retailers. Behind all this was market research.

In its first years, understandably, there were neither funds nor experience available for this kind of marketing. Even then, however, PACB made its presence felt and almost immediately contributed to increased coffee sales.

The Bureau's initial campaign began in the summer of 1938, and concentrated on iced coffee in the summer and hot coffee in the winter. In 1941, when coffee imports had reached some 17,000,000 bags and its promotional budget had increased proportionately, PACB undertook

its most ambitious advertising program up to that time, under the slogan, "Get More Out of Life with Coffee, America's Favorite Drink".

Beginning in September, 1941, it sponsored Mrs. Franklin D. Roosevelt in a series of 15-minute Sunday-evening broadcasts over 122 stations of the National Broadcasting Co. Advertisements were also appearing in a number of magazines.

This coffee-selling campaign had scarcely gotten well under way, however, when on December 7th it took an immediate and necessary shift of emphasis. Mrs. Roosevelt that evening described to the American people the historic events which were then taking place at the White House.

The "commercial" was limited to these words:

"In this moment of trial, the seven neighbor countries which make up the Pan-American Coffee Bureau welcome the chance to express their support for their great, good neighbor, the United States. The solidarity which has been effected between the Americas in the last few years stands us all in good stead, in the face of this emergency. This applies not only in a commercial sense—for Uncle Sam can count on Latin America for essential materials, whether oil or tin or copper or coffee—but also in a political sense. The Americas stand together."

The Bureau's advertising during the war years was carried on in the face of shortages, rationing, the intro-

"The Northwest Coffee Association extends to the Pan-American Coffee Bureau warm felicitations on the occasion of its 20th anniversary, and in so doing commends the Pan-American Coffee Bureau for its unflinching devotion to the cause of coffee, the beverage and more importantly, to coffee as an instrument for strengthening the ties of inter-American trade and friendship."

—From a resolution by the Northwest Coffee Association.

duction of coffee adulterants, national promotions of unsound coffee brewing methods, price controls, shortages of containers, labor problems, and shortages of advertising space. Yet in spite of these difficulties, campaigns were effective. "Too Good to Waste" was one wartime advertising headline; another approach compared adulterants in coffee to sand in sugar and sawdust in flour.

PACB's 20th Anniversary

[illegible]

"Any time's the time for coffee" suggested this 1945 ad, forerunner of the coffee break approach. "Too good to waste" was wartime theme of PACB. This magazine advertisement appeared in January, 1943.

The ending of coffee rationing in midsummer, 1943, was greeted with the advertising headline, "Now You Can Enjoy All The Coffee You Want . . . Have Another Cup". In the meantime, publicity and public relations programs were being carried on with home economists and through magazines and newspapers to educate housewives in proper brewing methods.

By 1944, as the war neared its end, PACB was looking ahead to resuming its job of expanding the civilian market for coffee. The fact that 50% of all coffee was still being drunk at breakfast resulted in new emphasis on coffee, not only as a breakfast beverage, but as a drink for lunch, dinner and between meals.

The selling program adopted at the end of World War II had several goals. One of these was a program to simplify and make more convenient and foolproof the equipment and procedure for brewing a uniformly better cup of coffee, both in restaurants and in the home. This campaign was developed in cooperation with the Coffee Brewing Committee of the National Coffee Association.

A second project was the development of a school relations program to create broader understanding among teachers and students of coffee's role in inter-American relations. This program was initiated with the publication of a colorful booklet, "Coffee, The Story of A Good Neighbor Product", which continues to be highly popular. From time to time, other educational materials have been added including a "two-way street" trade map of the Western Hemisphere and in 1954, a film strip on coffee history and production.

"He's just had another glass of Iced Coffee!"

HOW TO MAKE DELICIOUS ICED COFFEE—It's easy!

- Make coffee double strength. Use one-half the amount of water with the usual amount of coffee. Pour hot and fresh over ice cubes in tall glass—or
- Make regular strength, cool to room temperature, before pouring over ice.

HAVE ANOTHER GLASS!

**PAN-AMERICAN COFFEE BUREAU: BRAZIL • COLOMBIA • COSTA RICA • CUBA
DOMINICAN REPUBLIC • EL SALVADOR • GUATEMALA • MEXICO • VENEZUELA**

One of a series of cartoon advertisements for iced coffee which ran in the summer of 1945. Iced coffee, heavily promoted on an industry and brand level in 1956, is seen as big potential today.

The third goal was to encourage and expand between-meal coffee drinking—a custom born in plants and offices under the stress of wartime condition. Promoting this idea were the slogans, "Any Time's The Time for Coffee", and "It's Always Time for Coffee", which headlined advertisements in consumer magazines during 1945. A series of situation cartoon advertisements captioned, "He's Just Had Another Glass of Iced Coffee", ran during the summer.

New promotional areas were entered. An institutional advertisement which declared "One Products, One Industry, One Purpose" appeared in coffee trade papers. A series on "Do You Know How to Brew Coffee?" ran in home economics magazines; a series of dietetic magazines urged good coffee in hospitals, while advertisements in hotel and restaurant publications called attention to the importance to people dining out of good coffee. Coffee as a flavoring was recommended to the ice cream industry.

In January, 1946, the Bureau produced "Tremendous Trifles", a special training film showing restaurants how to make better coffee; this was followed in 1948 by a consumer film, "Good Things Happen over Coffee", which was also an advertising slogan of the time. Other themes used during the immediate postwar years included "The Friendly Drink from Good Neighbors"; and for grocers, restaurants and hotels, "If You Sell Coffee, Coffee Sells for You".

Two programs carried on by PACB in more recent years deserve special mention.

(Continued on page 60)

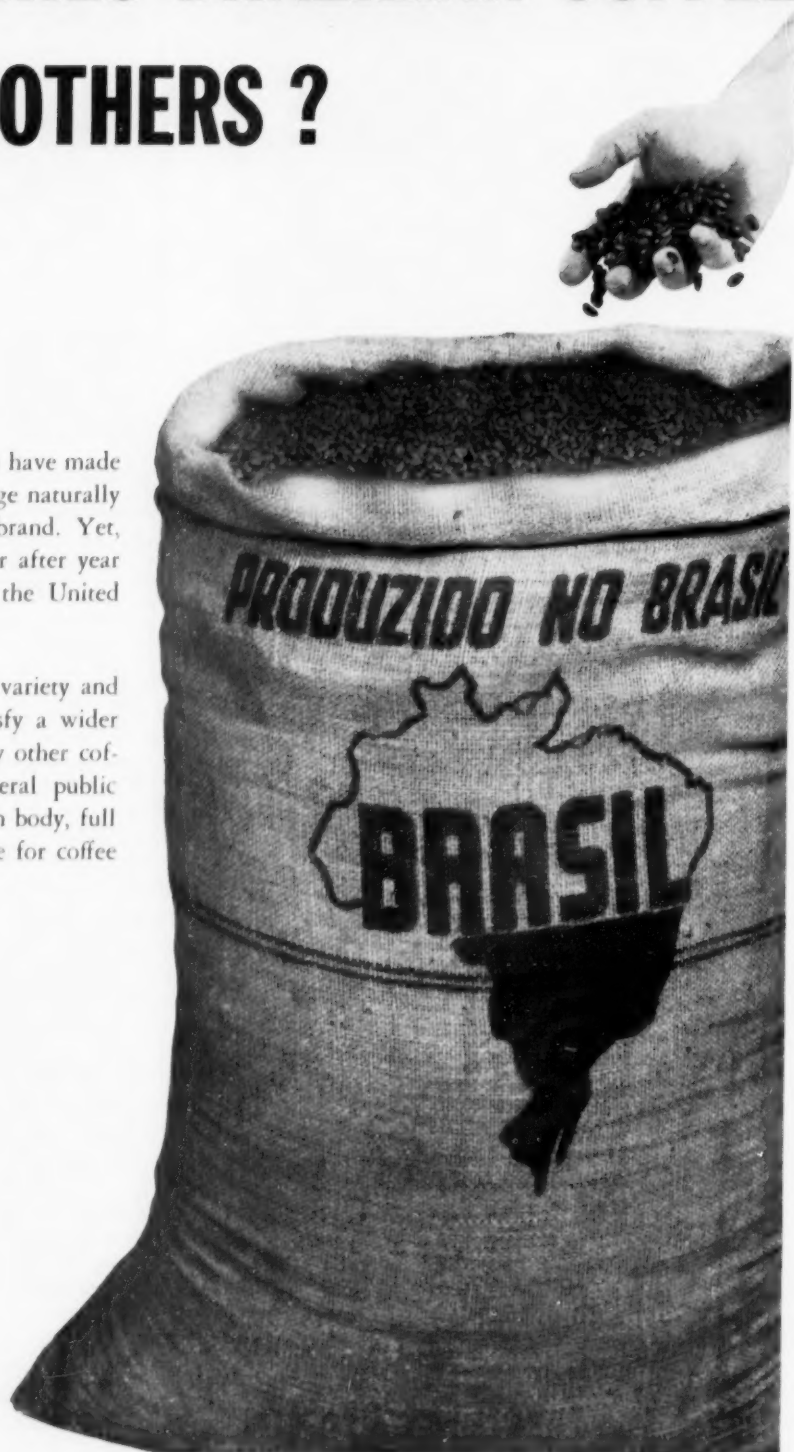
WHAT DISTINGUISHES BRAZILIAN COFFEE FROM ALL OTHERS ?

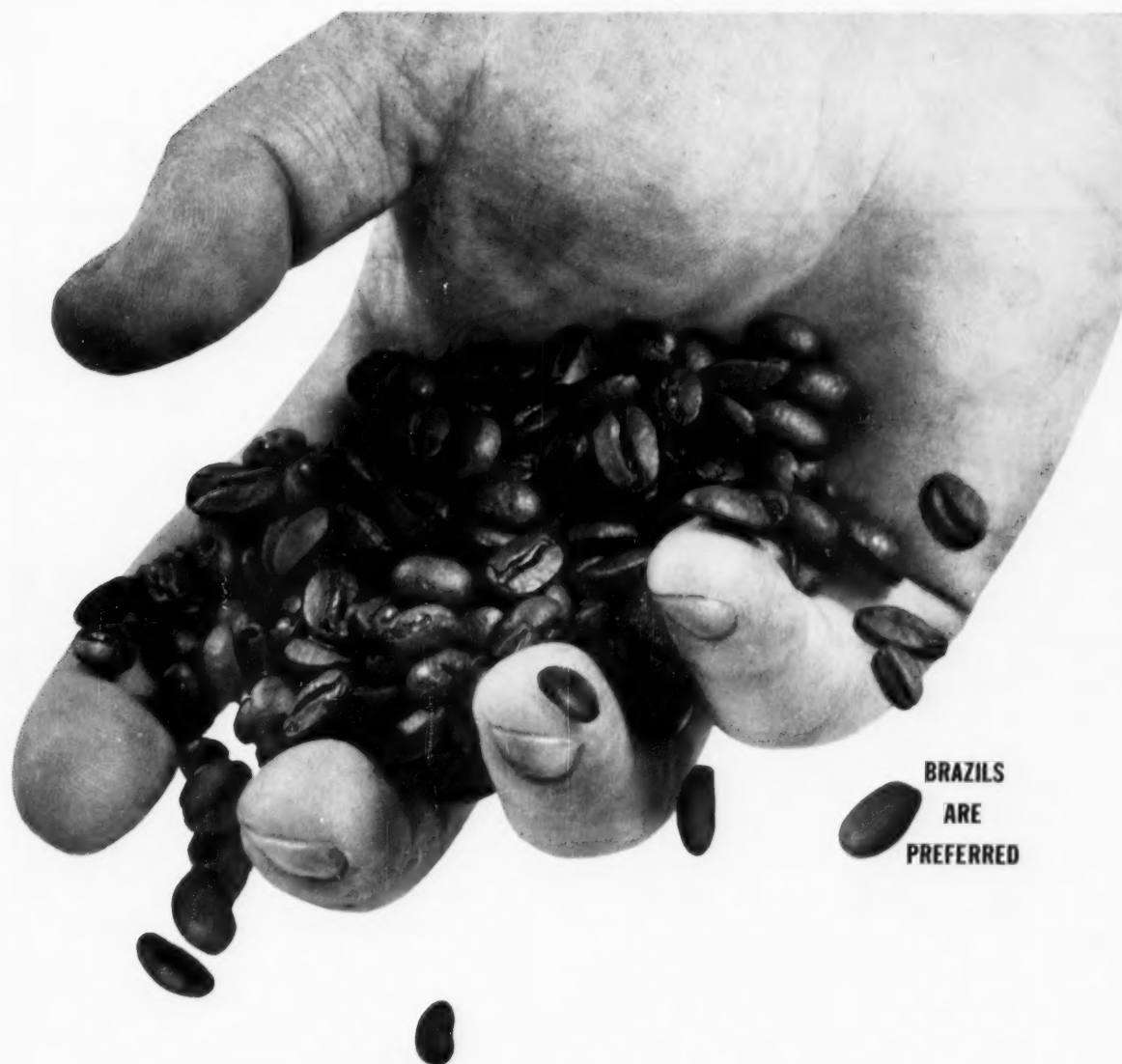
**BRAZILS
ARE
PREFERRED**

The millions of U. S. citizens who have made coffee the nation's favorite beverage naturally do not all like the same blend or brand. Yet, one country, Brazil, continues year after year to export more of its coffee to the United States than any other country.

A basic reason is the unequalled variety and quality of the Brazils. They satisfy a wider range of consumer tastes than any other coffee. Coffee experts and the general public agree on the eminence of their rich body, full flavor and aroma. The U. S. taste for coffee has been built on Brazils.

Brazil
congratulates
the
Pan-American Coffee Bureau
on its
20th Anniversary





BRAZILS
ARE
PREFERRED

"PRIMARY" *

* **MEANING "FIRST"**— first with those who love fine coffee. Almost every U. S. blend is all or part Brazilian because of the quality, as well as the marvelous variety. In fact, Brazil raises nearly half of the whole world's coffee supply.

Such popularity must be *won* — in competition with all other coffees. Naturally many Brazils are absolutely the finest — they are primary — like the Franca, Campinas and Ribeirao Preto crops.

Congratulations to the Pan-American Coffee Bureau on its 20th Anniversary.

THE BRAZILIAN COFFEE INSTITUTE

120 WALL STREET, NEW YORK 5, N. Y.

the per capita climb

**Against two decade backdrop of shifting supplies, prices,
PACB helped establish upward march in consumption pattern**

Great changes have taken place in the world coffee industry since the Pan-American Coffee Bureau was founded in 1936. During this 20-year period the world has emerged from a great depression, undergone a world war and experienced years of unprecedented prosperity. All of these have had their effect on coffee and have inevitably changed both the patterns of coffee production and those of coffee consumption. Presented here are only a few of these major developments. These are: first, the rise in the level of coffee consumption; second the changing importance of coffee in world trade; and third, the changes in patterns of coffee consumption within the United States.

In the 1930's, imports of coffee into the United States averaged 13,000,000 bags (60 kilos or 132 pounds). In 1939, three years after the founding of the Pan-American Coffee Bureau, imports were 15,000,000 bags, and by 1945, 20,500,000 bags. If it had not been for lack of shipping during the war, the volume probably would have increased even more rapidly. This rise in imports—by more than a third in only a few years—is accounted for in part by rising incomes and in part by industry promotion.

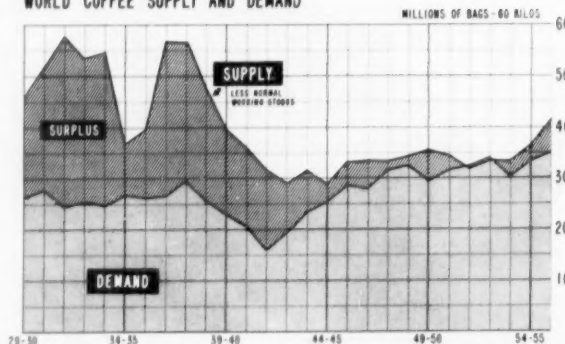
While coffee imports by the United States were increasing, from 1938 on the war closed continental European ports to shipments from the Western Hemisphere. With the cessation of hostilities, coffee imports into Europe began again. By 1947, they had attained better than half their 1938 level of 12,600,000 bags. This year, nearly 20 years later, imports will again equal the 1938 level. Because of increases in population, however, per capita consumption in Europe is still well below prewar levels.

High coffee imports by the United States and gradually increasing imports by Europe brought world consumption in 1948 to 31,600,000 bags, compared with 29,700,000 bags in 1938. Consumption has varied from slightly less than 30,000,000 bags to more than 34,000,000 bags in the years since 1948; in 1956, it is expected to reach 35,500,000 bags. This will be the highest level in the history of the commodity.

During the greater part of the period from 1940 through 1952, world exportable production of coffee was either less than demand or approximately equal to it. The shortfalls were made up from reserves, particularly from those of Brazil, which in 1946-47 exceeded 17,000,000 bags, but which by the fall of 1949 had been brought down to the level of normal stocks.

Increased consumption as well as this decline in world coffee stocks stimulated coffee production. Plantings of

WORLD COFFEE SUPPLY AND DEMAND



coffee increased and cultivation of existing groves was intensified. Growth of coffee production in Africa was particularly noteworthy. In the period from 1947-1948 to 1951-1952, exportable production in Africa averaged 4,300,000 bags annually, but by 1955-56, it was 8,400,000 bags. During that period, African exports to the United States rose from 365,000 bags, or 1.7% of the total U. S. imports, to 2,200,000 bags, or 11.4% of the total U. S. imports.

In the past 20 years, the receipts of Latin America from its coffee exports, expressed in current dollars, have increased greatly. As the accompanying table shows, this has had a direct effect upon U. S. exports to Latin America, which have contributed greatly to the economic development of both Latin America and the United States during those years.

The table shows the value of coffee exports to the United States from the 14 coffee-producing countries of Latin America in 1937 and 1955, and compares it with U. S. exports purchased by these countries in those years. The table is expressed in current dollars.

COFFEE EXPORTS OF 14 COFFEE-PRODUCING COUNTRIES OF LATIN AMERICA TO THE UNITED STATES AND THEIR IMPORTS FROM THE UNITED STATES, 1937 AND 1955.			
Year	Value of Coffee Shipped to U. S.	Value of Imports From U. S.	% of Imports Covered by Coffee Receipts
	(thousands of dollars)		
1937	143,854	415,200	34.6
1955	1,128,000	2,740,000	45.0

(Continued on page 59)

Our congratulations
to the
Pan-American Coffee Bureau
on the
occasion of its
20th Anniversary.

Best wishes for
continued success
in expanding the
world market for
coffee.

Instituto Cubano de Estabilizacion
del Cafe

Box 2130
Havana, Cuba

the next 20 years

What's going to happen in coffee in the coming decades?

**Here are some educated guesses — by a U. S. coffee man
who was at the heart of the industry for about 40 years.**

By J. K. EVANS

J. K. (Jack) Evans, an elder statesman of the coffee industry, has been part of the developing industry picture for four decades.

After retiring last year as general manager of the Maxwell House Division of the General Foods Corp., he became consultant to the executive committee of the Pan-American Coffee Bureau.

His career began with Arbuckle Bros. in New York City. In 1918 he became assistant to the president of the Franklin Baker Co., which affiliated with General Foods in 1927. In this firm he held various positions in sales and product management, until he was named head of the Maxwell House Division in 1946.

The always benign and mellowing influence of a coffee break can, and maybe sometimes does, cast a spell over the mind of an old-time coffee man that causes fact and fantasy to become strangely and pleasantly intermixed. Blending might be a better trade term for this curious interplay of reality and romancing.

Because coffee's past is factual, the future of coffee appears fantastic. And with good reason, when one looks back to where coffee came from within the span of a single generation.

Less than five decades ago, this correspondent's competitive assignment in one section of our country was to gain retail store distribution for roasted coffee packed in one-pound paper bags, as opposed to green coffee in bulk, then generally stocked at the retail level and frequently sold to the exclusion of all others for "parching" at home in an iron skillet.

Unhampered by extraneous matters, such as quality of product and promotion, the sales pitch was simple, direct, and in some cases convincing: "When you can have this, why bother with that?"



In contrast to the present, that relatively recent era now savors more of legend than reality. None will deny but few can fully comprehend the scope and significance of industry accomplishment which, in a few short years, has changed the entire course of coffee history. And because each successive change has marked another step forward, the net result is good—good for the grower, good for the processor, good for the coffee-consuming public—and good for international trade, that always helpful ally of those who through trade seek to further the aims of international friendship.

As for total progress, it is unlikely that in any other area of business achievement has human effort and technological progress been more dramatically demonstrated than within the overall structure of the coffee industry. One thing for sure is that in this respect the coffee industry over the last ten years has racked up more mileage than during the 25 year period preceding. From seedling to cup, the transformation which through the years has taken place is there for all to see and sip with satisfying indulgence.

The coffee story of the past is well documented, but what future installments of the same story unfold must in some measure reflect the image of what has gone before.

Looking back only a few years, it is clear to be seen that the coffee industry has earned distinction—and profit, too—by the simple device of reflecting its own skills in what has become a better product. Higher and ever higher quality standards educated the consumer to enjoy and appreciate more fully the resulting brew. Product performance is vital to the success of any industry. On that score there can be no compromise, for nothing else offers the same firm underpinning for gains already achieved, or serves so well as a springboard from which to take off into the upper reaches of unexplored opportunity.

It is inconceivable in view of its past record that the coffee industry will knowingly run the risk of suffering the kind of attrition that follows loss of public confidence. Nevertheless, as this is written, Santos 4's are quoted on

(Continued on page 27)

Congratulations to the
Pan-American Coffee Bureau
on its
20th Anniversary
of service to the
coffee industry.

We look forward to
continued promotion
to increase the
world market for
Coffee.



**CAFE DOMINICANO
C. POR A.**

Ciudad Trujillo
Republica Dominicana

cooperation for coffee

By ANDRES URIBE, U. S. Representative
National Federation of Coffee Growers of Colombia

During the past 20 years, the Pan-American Coffee Bureau has utilized many techniques and a host of tools effectively to fulfill its role of providing promotion for coffee for the profit of the industry at large.

Producers, processors, distributors and sellers, along with their hosts of corollary workers, recognize and appreciate the Bureau's successful efforts. It has won friends and influenced people to support its programs almost from its very start.

Trade organizations like the Bureau function on several levels however. In the United States and Canada, the Bureau is seen most vividly as the instigator of coffee propaganda and publicity. But the Bureau, throughout its 20 years of life, has starred in another role in Latin America.

Within the founding nations and among the people of these lands who entered the Bureau later in its life, the organization symbolizes the participation of the member countries in vigorous and progressive 20th century commercial activities. The trade organization as an adjunct or support of industry or commerce is relatively unused in Latin America. It is not an exaggeration to say that when the Bureau was founded at Bogotá in 1936, such trade associations were practically unknown, except in the larger cities.

The desire to increase the market for our great coffee crops was uppermost in the minds of the leaders of our industry. But before they could take their countries into the organization, they needed to still many voices of protest and overcome objections of a serious nature.

The adherents of unilateral promotion argued the superiority of their beans and their consequent easier sale. Other spokesmen pleaded the poverty of the times and wondered if the farmers of the producing countries could afford the assessments necessary to underwrite the Bureau's costs. Nationalism and ancient political antagonisms were brought up and threatened the future of the discussions.

This sort of dissension undoubtedly seems strange to association-minded businessmen of the United States and Canada. But a second thought shows that much more than just another trade organization was created in Bogotá. The Bureau is an entity with commercial objectives and

is supported by 11 sovereign nations. As such, it was *sui generis*. Nothing quite like it existed then in the entire commercial world. Previously, when nations combined their efforts, the aims were usually political or military. And as more than one observer pointed out in 1936, these prior attempts of sovereign nations to act collectively for even such purposes had usually ended as resounding failures.

Happily, however, the arguments of farsighted coffee-men carried the day and the Bureau opened its office for business at 120 Wall Street in January, 1937. At that location it has prospered for two fruitful decades, and tens of thousands of Latin American coffee farmers, despite the great distances involved, conceive of the Bureau as their organization and their spokesman for coffee. These hardworking people are more than willing to give even further support to the Bureau and its programs.

As the Bureau begins its third decade of work for the industry at large, its founders examine its outstanding services of the past: they compare 1937 U. S. imports of 12,856,763 with the 20,000,000-plus bags of 1955; they praise the Bureau for initiating the Inter-American Coffee Quota Agreement, which saved the industry during World War II; they find themselves better informed as a result of the Bureau's statistical coverage of the world coffee situation and, with deep satisfaction they note Canada's increased consumption since the Bureau began to work there.

The record speaks for itself with eloquence. And Latin America's coffee growers are sure the future record of the Bureau will reflect even greater triumphs for the great coffee industry.



Recognition for coffee's role

"On behalf of the Pan American Union, I wish to extend congratulations to the Pan-American Coffee Bureau on the completion of 20 years of service in the cause of better understanding between Latin America and the United States."

"Your extensive and continuing efforts to gain recognition for coffee's role as the basis of the economic health of many of the Latin American republics have contributed greatly to public realization of the interdependence of the nations of America."

—Jose A. Mora, Secretary General, Pan American Union, Organization of American States, Washington, D. C.

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great strides toward twin goals

By JOHN F. McKIERNAN, President
National Coffee Association

The National Coffee Association welcomes this opportunity to join with the many individuals and organizations who have extended in these pages their congratulations to the Pan-American Coffee Bureau for having attained its 20th year of valuable service to the world's coffee industry.

As you know, this Association publicly marked this significant event by presenting to the Bureau's president, Dr. Vito Sa, an engrossed testimonial expressing the compliments of NCA members and their sincere wishes that the Bureau will continue its meritorious activities in behalf of the trade.

There is no better way in which we could communicate our sentiments in respect to this occasion than to quote the text of the testimonial which we presented to the Bureau on October 7th of this year.

The scroll reads as follows:



"Twenty years ago, the Pan-American Coffee Bureau was founded. It is with great pleasure that the officers, directors and members of the National Coffee Association of the U. S. A. extend to the Bureau their heartiest congratulations upon its attainment of this important milestone in coffee history.

"During the 20 years since its founding, we have watched with enthusiastic interest the growth of the Bureau from an original membership of six nations to its present stature as the representative of 11 Latin American producing countries.

"The Bureau's record over the past 20 years gives plentiful manifestations that it has made great strides in the direction of its twin goals of promoting increased use of coffee in the United States and maintaining good relations between producers and consumers.

"It is, therefore, the ardent wish of the National Coffee Association that today will also mark the threshold of many more decades of equal achievement by the Pan-American Coffee Bureau, not the least of which will be a continuance of the friendly understanding and sincere goodwill which now prevail between nations represented by the Bureau and the members of the National Coffee Association."

promotion — plus better inter-American relations

By GERALDO G. de MELLO PEIXOTO, President
Associação Comercial de Santos

The 20th anniversary of activities of the Pan-American Coffee Bureau is a very important and significant date to all the coffee world.

Santos, which is the principal coffee exporting port, could not let such events pass without sending its heartiest congratulations to the Pan-American Coffee Bureau and to all its distinguished members.

So, on behalf of the Associação Comercial de Santos, which is the spokesman for the coffee merchants of this port, we present our greetings to the Pan-American Coffee Bureau and wish to emphasize its constant and laborious activity during these 20 years, in fostering the expansion of the product and carrying out very well directed pro-

motion covering the chief source of Brazilian wealth and that of the various other Latin American countries.

The coffee business owes a lot to the Pan-American Coffee Bureau, whose actions have contributed to the increase in consumption of the product, at the same time serving as a means of establishing and maintaining the best relations between consumers and producers.

Santos has gone along these efficient actions and expects them to continue in the interest of the world coffee business, and especially of the relations between the United States, principal consumer, and Brazil, principal producer.

Guatemala
sends
Best Wishes
to the
Pan-American Coffee Bureau
on its
20th Anniversary

We look to many more years
of outstanding promotions
to increase the world market for
Coffee.

Oficina Central del Café
Ministerio de Agricultura
Guatemala City, Guatemala

PACB's 20th Anniversary

"We see the Bureau as a symbol"

By HAROLD T. HANSON, President
New York Coffee Roasters Association

It is with pleasure that the New York Coffee Roasters Association can join with other organizations in congratulating the Pan-American Coffee Bureau on the celebration of the 20th anniversary of its existence.

We of the New York Association feel rather close to that organization, in that we have occasion to get to know so many of its members from meeting them, quite often, at receptions, dinners and functions honoring dignitaries from the countries represented in PACB. We also have occasion for Bureau people to come from time to time to our regular meetings to speak to us.

We have come to look upon the Pan-American Coffee Bureau as a symbol of inter-American unity.



I have a brother-in-law who has spent many years in the Argentine and is still there. He objects strenuously, when we in this country call ourselves "Americans," and then always talk about our neighbors to the south with the addition of the word "South" to "Americans." He says we are all just "Americans." It is indeed a good thought.

Since the Bureau was originally formed for the purpose of protecting coffee, which has been the greatest single medium of commercial intercourse with our friends to the south, we have pinned a rather restricted label upon its function. I'm afraid we have come to look upon it as a sort of advertising agency, and that its only function is to raise money among its members to promote coffee. Bear in mind that we do not minimize the importance of that function of the Bureau, and our New York association has spoken loud and long on this subject from time to time. We should, however, look upon them in a greater light than just what we can get out of them for our financial gain.

(Continued on page 62)

EL SALVADOR

producer of mild coffees for gourmets

sends Best Wishes to the
Pan-American Coffee Bureau
on its 20th Anniversary

•
COMPAÑIA SALVADOREÑA DE CAFÉ, S. A.
San Salvador • El Salvador

Cables: Coscafe

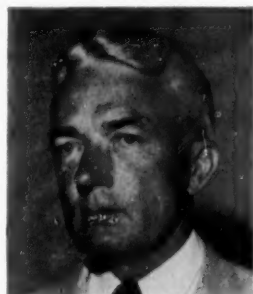
Acme Code

"Everyone has gained"

By AUSTIN A. O'BRIEN, President
Green Coffee Association of New Orleans

On September 11th, 1956, membership of the Green Coffee Association of New Orleans met and decided unanimously to pay richly deserved tribute to the Pan-American Coffee Bureau on the occasion of its 20th Anniversary. This recognition of the magnificent work of the Bureau was made in the form of a handsome scroll, recording permanently the fact that the Bureau has always fostered a friendly relationship between the coffee industry here and the Latin American producers, and has always stood shoulder to shoulder with us in all emergencies.

While the accomplishments of the Bureau are well known to all, and are much too numerous to mention one by one, we feel that the coffee break was a stroke of



genius, and probably accomplished more for coffee consumption and the general welfare of the industry than any single development of recent years.

Every individual member of the industry has enjoyed his proportion of the increased consumption brought about by the invaluable service rendered to the industry here and abroad by the Bureau through its dynamic advertising campaigns, and it is hoped that these benefits may be greatly expanded when the contributors to the Bureau increase their subscriptions from the prevailing 10¢ per bag to the proposed 25¢ per bag.

When this additional revenue becomes a reality, the increased benefits derived from the work of the Bureau will have a salutary effect on the industry.

We coffee men of the South join with the other sections of the United States in expressing our deep appreciation of the invaluable service rendered by the Bureau.

We also want to take advantage of this opportunity to extend to the Pan-American Coffee Bureau our most sincere wishes for a continued successful operation for many years to come.

**Hats off
to the
Pan-American Coffee Bureau
for a job
Well Done
over the past
20 years**

**Ministerio de Agricultura
Tegucigalpa, Honduras**

PACB's 20th Anniversary

**5,000,000 special seals
mark PACB 20th anniversary;
available to coffee firms**

The Pan-American Coffee Bureau has announced special commemorative seals for use by the coffee-producing countries and the coffee industry in calling attention to the 20th anniversary of the Bureau.

The seals commemorate the Bureau's 20 years of service to the coffee industry since the opening of its offices at 120 Wall Street, New York City, in January, 1937.

A total of 5,000,000 seals are being printed. Three and a half million, for use in the United States and Canada, will be in English and will bear the message, "Coffee—the Cup

"I was pleased to learn that the Pan-American Coffee Bureau is celebrating its 20th anniversary. On this occasion let me congratulate you and express my best wishes for your continued success."

"The job you are doing of increasing public understanding and awareness of the importance of Latin American—United States trade and the role which is played in it by coffee is an important one."

—Senator Homer E. Capehart, Washington, D. C.

"I would like to take this occasion to offer congratulations to the Pan-American Coffee Bureau. Such institutions as yours do much to cement the friendly relations between our country and our Latin American good neighbors."

"I hope the Bureau will continue to act as an instrument of goodwill and understanding among the Pan-American nations, with a view toward a continuation and expansion of trade, cultural relations and friendship."

—Senator Allen J. Ellender, Washington, D. C.

of Friendship." The balance, for use by PACB member countries, include 1,000,000 in Spanish and 500,000 in Portuguese.

Designed for use on letterheads, envelopes and packages to be mailed throughout the Western Hemisphere during the coming year, the seals will be printed full-color, in sheets of 25 each. In addition to being printed in the three languages, the seals will vary slightly in color. The English version shows a brown coffee cup on a blue background, over which will appear an outline of the Western Hemisphere in brown. The Spanish and Portuguese versions will be similar, with the exception that the map will be in yellow.

The entire sheet will be gummed on the back and perforated to allow each stamp to be affixed individually.

Over 3,000,000 of the English version of the seals have been ordered by the coffee industry for use in the United States and Canada.

Nicaragua joins in sending best wishes to the Pan-American Coffee Bureau on the occasion of its 20th Anniversary

Enrique Belli
Secretario

Julián Bendana
President

Dr. Jose Antonio González
Treasurer

Dr. Jose Ignacio González
1^o Vocal

Dr. Raul Lacayo Montealegre
2^o Vocal

Dn. José Frixione
3^o Vocal

Dn. José Maria Lopez
4^o Vocal

**Sociedad Cooperativa Anonima
De Cafeteros De Nicaragua
Managua, Nicaragua**



the next 20 years

(Continued from page 18)

spot at 60¢, while residents of the suburban community in which your correspondent lives are being importuned to buy "coffee carefully selected and guaranteed to give perfect satisfaction," vacuum packed, at 69¢ per pound.

Many factors favorable to coffee are now converging to form a growth potential of impressive proportions.

New markets, new uses, new and better brewing methods, along with factors of convenience and beverage availability, have already stepped up substantially the rate of total coffee consumption, and this is only the beginning of coffee's new atomic age.

Improved automatic coffee dispensers, bearing about the same resemblance to present models as a Model T to a 1957 Ford, will be a "must" for gas stations, college dormitories, sports arenas, subway stations and work shops everywhere, both large and small. Roadside service will be similar in frequency to telephones now spotted along the highways for public convenience.

Builder of goodwill

Coffee as a builder of goodwill in the market place has untold possibilities. Smart merchandisers, always concerned with building store traffic as an aid to impulse buying, will find that a coffee bar with service free or at nominal cost to the customer can pay big dividends.

Food distribution centers of every kind—supers, chain stores and others—will one day overhaul and departmentalize their coffee section and allot to it floor and counter space more in keeping with the ratio of coffee sales to the total sales of any given outlet. Given a central location, the department might take the form of a pyramid, thus assuring good display along with easy access and freedom of movement for customers choosing their preferred brand, size and grind.

Soluble coffees have more than earned their birthright by helping to raise materially the overall rate of coffee consumption. But here, too, the present product, while running its course, will breed a new and stronger race endowed with even greater character-building attributes.

... and the coffee break

The coffee break is still in its infancy. Untold millions of cups of coffee will be required to satisfy the growing demands of this new but now firmly implanted American custom.

Year by year from here on out, and especially from 1960 on, an increasing share of our total population growth will be within age groups typical of coffee's principal market. If history follows its previous pattern, war babies of the early Forties will be the coffee drinkers of the Sixties. And there are a lot of them on their way up.

It is reasonable to expect that the very excellent advertising and promotional program conducted for the industry under auspices of the Pan-American Coffee Bureau will be expanded as necessary to increase coffee consumption and at the same time counteract increasing effort on the part of competing beverages determined to profit at coffee's expense.

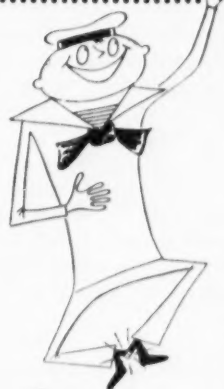
These are but a few of the cues to a dramatic performance on the coffee stage of tomorrow. It'll be fun to stay and see the show.

DECEMBER, 1956

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progress in spray drying

By LYNE S. METCALFE

Since practically all of the instant coffee on the market today is spray dried a study of progress in this field should be of interest. By no other economical means, I feel, have the manufacturers been able to preserve the special flavor of good coffee when drying the extract.

Briefly the process is as follows:

The roasted coffee grounds are placed in a battery of pressure vessels, known as extractors, and treated water is filtered through the grounds. As the water passes from vessel to vessel it gains in strength until it is about 35 times as strong as an ordinary coffee. This concentrated coffee, known as the extract, is fed to the spray dryer by a high pressure pump.

The function of the extractors is to remove the soluble portion of the ground coffee bean. The range of operating conditions and equipment design is amazingly wide. Temperature conditions vary from 125° F. to well over the boiling point of water, and the pressure may be a vacuum in one design and go up to 100 psi in another. There are also numerous combinations of low and high temperature extraction between these extremes.

It has been claimed that low temperature operation will yield a more flavorsome extract but the yield—the amount of solids obtained from the grounds—is low. So quality of product must be balanced against economics.

Another point frequently overlooked is the variation in drying characteristics of different extracts. The extract with excellent flavor that is difficult to dry introduces another economic feature which is not always given enough importance by the company setting up its first soluble coffee plant.

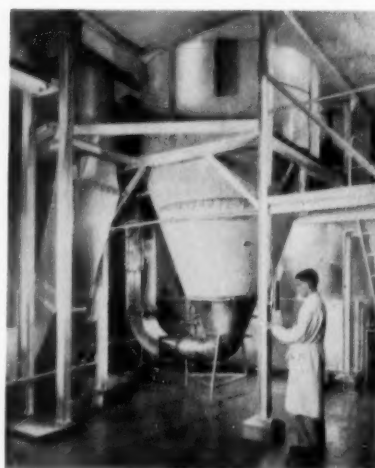
As the extract is forced through a nozzle in the drying chamber at a high pressure, it is atomized to a fine spray and dried to a hollow spherical particle in a few seconds. Special care must be exercised in separating these particles from the air stream so that they are not broken up. Fragmentation results in a dusty product which requires greater effort to dissolve in water.

Immediately after being collected, the powder is cooled to retain flowability and flavor, and then conveyed on belt or vibratory conveyors to automatic packaging machines.

The special advantage of spray drying is the speed at which it is able to transform the liquid extract to the dry powder, thereby avoiding to a great extent loss of flavor.

Over the years since dehydration was first brought to the service of industry and the public, laboratory experimental work has gone constantly forward with the objective of (a) simplifying older and more cumbersome methods of drying (b) providing a concentrated product more flexible in use, (c) reducing the cost of handling and shipping by reducing bulk and (d) widening the number of liquids which may be concentrated.

The result is that today "spray drying" represents the



Typical spray-drying units. Practically all instant coffee is spray dried.

amalgam of continuous studies and experiments and the work of improvement still goes forward.

What are these advances as typified in spray drying equipment design?

First, spray drying is enlisted for the processing or heat-sensitive materials now used so widely in industry. It is also true, generally speaking, that with improved spray drying equipment and techniques, other processes, such as denaturation, spray chilling, and blending can be achieved in the same operation.

For instance, the modern spray dryer can make unnecessary such other operations as crystallization, secondary drying activities, grinding, screening and/or materials classification and in this way reduce cost.

Spray drying, to put it simply, converts a solution (or slurry) directly and in a few seconds into a fine powder or small bead, and this is accomplished by mixing intimately an atomized spray of the stock with hot air or hot gases which provide the heat required for dehydration. The dry powder is conveyed in the gas which has been cooled by the evaporation of the water to the dust collection apparatus.

In other words, modern spray drying is in reality the drying of spray.

The material being sprayed bears within it dissolved or suspended solids and as the water or other solvent evaporates, a fine dry particle remains, so we have a concentrate of far less bulk and even greater usefulness.

Today this transformation occurs instantly as the spray is injected into a blast of hot air. The water becomes water vapor as it is absorbed by the drying air, which is cooled instantly far below its initial temperature. So the cooler current of air bears along the fine particles of solids until they are separated from it, then collected.

In other words, in modern equipment the whole process

from fluid solution to the dry particle takes only a few seconds. This rapid drying is one of the many advantages of spray drying progress, since the material being dried is exposed to the heat for so brief a period.

Inasmuch as spray drying is now a continuous process, the entire cycle lends itself well to automatic operation.

Spray dried materials usually have free-flowing characteristics which, as every processing engineer known, are a decided advantage in operations and applications on a commercial basis.

Greater simplification has been sought over the years in designing the modern spray dryer, whether it be a small laboratory unit or great, high tonnage units which in some instances have been built as large as a seven story building.

The drying medium in most units is a mixture of air with 2 or 3% combustion products.

Heating elements

The most common heating element is a direct-fired-type furnace, burning either fuel oil or natural gas. Hot furnace gases are reduced to desired inlet temperature by dilution with atmosphere. Indirect heaters are customarily used where materials being dried will not tolerate the CO₂ resulting from combustion.

Liquid to be fed for drying need only be fluid enough so that it can be delivered to the atomizing device.

In connection with atomization, the fluid is converted into a fine mist either by a rotating disc or by a high pressure pump and nozzle. In the case of centrifugal atomization, the atomizing disk is driven by a spray machine with a water cooled motor capable of speeds ranging up to 25,000 r.p.m. The feed flows by gravity or moderate pressure through a pipe in the water cooled housing and then in a tubular stream on to the spinning disc attached to the motor shaft. Here it is accelerated into a thin sheet of liquid. The edge of the disc is moving at speeds ranging from 150 to 450 miles per hour.

In the case of nozzle atomization a pump forces the liquid through a fine hole in the nozzle at high pressure, which is suddenly released as the fine stream leaves the tip, breaking the feed into fine droplets. The pent-up energy in the stream "explodes" it into fine, foggy, mist.

The size of the dry particles is determined by the size of the droplets. This and other physical characteristics such as bulk density and moisture content are subject to a certain degree of control.

Drying chamber

Drying action occurs in the spray dryer chamber. Hot drying air enters the top of the chamber at the center, in a swirling, downward blast into which the mist is injected. With most materials there is instant conversion of the liquid drops into dry particles (dehydration). In some cases, however, where dessication of the moist particles takes more time, slower evaporation is necessary. As a rule, engineering to particular products is required.

When the product is in powder form, the next step is to get it into the package. In some cases the greater part of the residue or product may be drawn off directly from the bottom of the drying chamber through a rotary valve. The floating material is removed by a collector.

Said Ralph T. Reeve, president of Bowen Engineering, Inc., considered pioneers in the field of spray drying: "A general recognition of the advantages of spray drying has

(Continued on page 62)



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QUALITY — YOU CAN BE PROUD OF

coffee field research: what is it?

By ROBERT E. BAPPERT, Field Research Director
Coffee Brewing Institute, Inc.

I was asked the other day just what the field research staff of the Coffee Brewing Institute was, what it did and why. My questioner had heard about the extensive traveling we had done, the fact that we had staff representatives in various parts of the country, and was particularly inquisitive about our demonstration program. He implied that he had the idea we were sort of a glorified road show which played one night stands and went on to greener pastures.

This is not the kind of a question you can answer in one breath or one sentence. The gentleman was obviously confused or he wouldn't have asked it in the first place. I tried to answer as quickly and as graphically as I could. Field research, I explained, might be compared to a missionary service. Its object and function is to spread the doctrine of good brewing and help people get a better beverage.

This facetious reference serves the purpose of clarifying and justifying the existence of this branch of the Institute, though like all other pat answers it doesn't begin to tell the whole story. That goes back two years or more,

when the idea of a field research staff was born. Need for such a service was clearly recognized; the problem was to define its policies, objectives and scope. The basic idea was to organize a unit that would prove itself with the roaster, the restaurateur and the consumer. Translating it into an effective and dynamic organization was something else again. There was a lot to learn; there is still a lot to learn.

Field research was virtually a one-man activity when we first started. We literally lived out of a suitcase for weeks at a time, flew thousands of miles, appeared before numerous associations and organizations and spoke to hundred of individuals. This experience accomplished two things: it convinced us of the very keen interest there was in brewing, and of the need for representation in the various sections visited.

To day this need has been fulfilled to a degree. We have representation in the East, the Middle West and the Far West. By the first of the year, we will have a representative covering the armed forces.

We realized from the beginning that we were entering

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a touchy area, that justified or not, we had to live down a predetermined idea, held by many, that we were an agreeable group of scholars wholly unaware of the practical and real problems that confronted a man in the coffee business.

Right to the marketplace

One of our first objectives, then, was to gain the confidence and respect of the people we most wanted to reach, and must reach, if we were to be effective. This could not be done by preaching or by quoting theory. To get our true bearing, we went right to the marketplace, so to speak, and got the viewpoint of the business man by questioning, by discussing. It was not quite as one sided as this would imply. During the course of our conversations, we enlightened our friends about our objectives and ambitions, soliciting their opinion and interest.

This would hardly come under the heading of an easy job, but it has had its rewards. Thinking back, now, we can count among some of our staunchest supporters men who were most skeptical when first approached. Almost everything we have learned in our relationship with the trade they have taught us.

The deeper we get into our program, the keener and more searching are the questions asked of us. That in itself is a highly encouraging sign. It reflects recognition. While we can't answer everything that's asked of us on the spot, it goes without saying that an immediate effort is made to run down the information for the benefit of our questioner and for our own benefit.

This probing gives us vitality as an organization, and indirectly breathes life into the industry as a whole. To a large extent this technique has given us our background, which for down-to-earth knowledge is hard to beat.

While the element of personal contact has played and continues to play an important part in our activities, the necessity for reaching more people at a given time was early recognized as being essential. To a large extent this was solved for us through invitations to appear before trade groups. Here, again, we had to feel our way and measure the effectiveness of our effort.

Our early presentations featured a training film, a talk and a question-and-answer period. It worked, but the need for something more graphic and more immediate was felt, and the idea of a live brewing demonstration was broached. This approach was debated long and earnestly before the final decision to take the plunge was made.

In one short evening, all the reservations, all the fears about the character and reception of such a program, were dispelled. There was a deep and sincere interest on the part of the audience.

Demonstration format

Many now are familiar with the format adopted for this demonstration, which includes the brewing of two urns of coffee, one in accordance with common practices, the other according to the recommendations of the Coffee Brewing Institute. It is noteworthy that during the

(Continued on page 61)



Up-to-date coffee roasting plant running full-automatic PROBAT rapid roasters, with cooling booster and automatic discharge straight into silos.

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New Year to all coffee
roasting companies.**

coffee developments in Cuba

By RAFAEL IRIARTE, Balzac Bros. & Company, Inc.

Cuba has been out of the coffee export market for about ten years. During that time the island produced only sufficient coffee for its consumption needs, and in various instances she had to import large quantities in order to fill in the slack between internal supply and demand.

These are the statistics of production ten years ago:

1945-46 95,020 quintals of Washed Coffee
403,207 quintals of Natural Coffee

Total 498,227 quintals

1946-47 102,887 quintals of Washed Coffee
666,159 quintals of Natural Coffee

Total 769,046 quintals

Consumption runs between 750 and 800,000 quintals a year (one quintal=100 lbs.).

Coffee drinking in Cuba, like in other Latin-American countries, is an institution. In Havana, at all times of the day and night, you will find the gay Cuban men and women enjoying a cup of coffee in their innumerable cafes and restaurants. They like it mostly "expresso".

In a relatively short time, Cuba has made great strides towards increasing production of coffee, in the preparation of better qualities, and in placing the excess in the world

markets. Their progress in production in the last few years is shown by the following figures:

1952-53, 587,211 quintals; 1953-54, 775,890; 1954-55, 837,708; 1955-56, 1,181,695.

The figures for 1955-56, which are equal to 895,223 bags of 60 kilos each, represent Cuba's largest crop in the coffee growing history of the country.

The new levels of coffee prices, which started to develop in the late 1940's, have been an incentive also to the coffee planters in Cuba. The island has reinstated herself as a coffee exporter, and no doubt in the years to come she will climb higher in the list of exporting countries, within the natural limitations of her lands and resources.

In order to accomplish these excellent results, the Cuban growers have worked hard. It is only a beginning, but they are learning fast how to meet the requirements of the consuming markets, specially the United States, for quality coffees. They realize that the better grades are in constant demand and obtain the premium prices.

It is only a matter of justice to mention here that the Cuban government has contributed in a great measure to assist the growers and the entire coffee industry. Every governmental department and official agency has furnished all help within their power. So, too, has the Cuban De-



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Drying coffee in Cuba.

partment of Agriculture, The Cuban Coffee Institute, The Purchase and Selling Administration, The Cuban Bank of Foreign Commerce and other organizations connected with the economy of the nation. All of them have furnished technical, financial and marketing facilities of every kind, and they have assisted in enacting legal measures to help the farmers, processors and merchants in their efforts. The growers have a group of excellent allies in those official institutions.

There are four associations within the Cuban coffee industry. These are:

The National Association of Coffee Growers

The Association of Coffee Wholesalers

The National Union of Processors

The Association of Coffee Roasters

These institutions work in close cooperation with the government agencies, in order to formulate the policies and adopt the necessary measures towards the common goal, which is to raise production, export of better quality coffees, and orderly and remunerative distribution of their product on the island and in the world markets.

The Cuban industry is concentrating on preparing and exporting more washed coffees. Therefore, while in 1954-55 Cuba produced 66,431 quintals of washed beans, in 1955-56 the output increased to 255,529 quintals. For 1956-57 crop, it is estimated that Cuba will export about half a million quintals of coffee, and that most of it will be "Good Washed."

Heads Moore-McCormack's Midwest territory

William T. Moore, president of Moore-McCormack Lines, Inc., has announced that K. C. Tripp, vice president, has been assigned to the company's midwestern territory, with headquarters in Chicago.

Mr. Tripp has been Mooremack's resident representative in South America, and previous to that was in charge of the line's Pacific Coast activities. His reassignment as head of the mid-western territory followed an announcement by Mr. Moore that the company's new cargo vessels, which are about to be built, are so designed that they can operate in shallow draft ports, necessary in the Brazil and Scandinavian trades, as well as the Great Lake ports, following the completion of the St. Lawrence Seaway.

J. F. McLennan, manager of Mooremack's Chicago office, has retired. Mr. Tripp takes over his duties and will also be in charge of the general midwestern territory.

DECEMBER, 1956

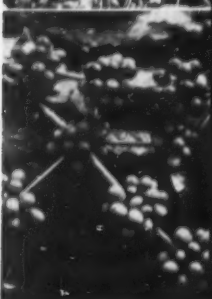
The Pick of Our
Good Wishes
to our friends in the coffee trade



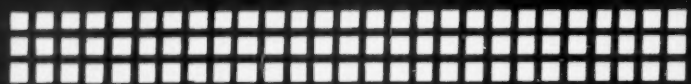
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and
A Happy New Year

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transformation in Venezuela's economy



By GUSTAVO BRANDT
Caracas, Venezuela
Asociacion Venezolana de Catetros

Venezuela offers a very interesting field for those who apply themselves to the study of political economy.

Traditionally, being a young country, we were first an agricultural, cattle-raising economy, until the first quarter of the 20th century. Our country was poor. Most of the foreign exchange to pay for our imports was obtained by exporting agricultural and animal products such as coffee, cocoa, hides, deerskins and goatskins, etc.

After the first quarter of the 20th century, there was a sudden transformation of our economy, from agriculture to mining. In a few years Venezuela has taken first place in importance as an exporter and second place as a producer of oil in the world. Iron production also has been acquiring much importance recently. At the present time, more than 94% of our foreign exchange is supplied by the export of mining products, and only a little over 5% by the export of agricultural and cattle raising products, especially coffee and cocoa.

Such a rapid and radical transformation necessarily dislocated the whole system of our agricultural and cattle raising industries. Our government, however, acting wisely, took steps to protect the agricultural interests.

In my previous article, published in COFFEE & TEA INDUSTRIES, I stated that, paradoxical as it may seem, in countries where mining predominates, agriculture and cattle raising suffer, and that conversely, where mining is practically non-existent, agriculture and cattle raising will prosper. I mentioned as examples Argentina, Uruguay and El Salvador, which have no mines, but where agriculture is strong. Unfortunately, the person who translated my article confused the word mining (mineria) with the word misery

DECEMBER, 1956



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Merry Christmas



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(miseria), which confused the meaning of the whole article.

Our imports, which during 1912 scarcely amounted to a little over Bs. 100,000,000 per year, during the first half of 1956 amounted to Bs. 1,650,400,187. (This unit of currency is the Bolivar. About 3.09 Bolivars equal \$1.00). As far as exports are concerned, in 1912 they amounted to Bs. 115,000,000, while in the first half of 1956 they reached Bs. 3,418,750,000, of which Bs. 1,294,860,000 went to the United States, that is 38.62%, of which amount Bs. 1,124,770,000 represent oil; Bs. 106,440,000 represent iron; Bs. 47,100,000, coffee; and Bs. 16,530,000 cocoa.

The influx of money has caused a considerable increase in the prices of all products and services in Venezuela. The price index, taking 100 as the basis for 1930, has risen to over 184 for wholesale prices and 197 for retail prices for 1955.

Why did it happen?

According to orthodox economics it would seem impossible that a country like Venezuela, with a large territory (over 90,000 square kilometers) and a population of about 5,500,000 inhabitants, having the dearest or hardest currency in the world, could be industrialized. Nonetheless, a rapid industrialization of the country is taking place. How can this phenomenon be explained? It would be interesting to find an answer.

We all know that a dear or hard currency is equivalent to a premium on imports, and consequently, a drag on exports. For this reason, with the exception of coffee, due to its present high price, all our other agricultural and cattle raising products have to be government subsidized in order to be exportable and to meet competition in foreign consuming markets from similar products from devalued currency countries.

Our cocoa, the best in the world, and some varieties of our washed coffees, known as "Caracas Blues", which are considered among the best in the world, have always enjoyed preferential demand in Europe, especially in Germany, which before World War I was practically the only consumer of this variety of coffee, for which she paid higher prices than were offered by the U.S. It was only during the two world wars, and later during the period when the European countries were short of foreign exchange, that our washed coffees were exported to the U.S., which thus became the only consumer of our coffee, its export to Europe having been prohibited during the wars.

Venezuelan coffees in the U. S.

We have heard some complaints from our American friends that they find it very hard to secure our superior washed coffees. This is due to two fundamental causes:

1. As we have said before, European countries pay higher prices for these grades than the U.S. will pay.
2. We have had very poor crops in the last few years. Because of the low prices reached by coffee, many coffee fields were not properly cared for, while others were abandoned. Venezuela, which had exported as much as 67,000,000 kilos of coffee per year about 30 years ago, saw her exports reduced to a mere 25,868,114 kilos in 1954.

We trust that when our good American friends realize the great difficulties that confront Venezuelan coffee growers, they will make an effort to pay a higher price for our excellent fine washed coffees, in order to overcome European

(Continued on page 76)



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Sees more recognition for Robusta coffees in supply picture

These comments are from the October 20th Market Letter of Edm. Schluter & Co., Ltd., London.

The letter also reports 1955 coffee exports from Africa of 7,149,369 bags; and 1956-57 crop forecasts by the United States Department of Agriculture of 8,378,000 bags, against official, local and commercial forecasts of 7,175,000 bags.

The letter gives the breakdown between Arabica and Robusta coffees as follows, for Kenya, Uganda and Tanganyika: 1954-55—Arabica, 473,110 bags, Robusta, 1,009,937 bags; 1955-56—815,467 and 1,163,671; 1956-57 (private estimate)—575,000 and 1,050,000.

We recall expressions of consternation which greeted our publication on September fifteenth, 1949, of a crop forecast for Africa of over 5,000,000 bags for 1952; and of another forecast in 1950 of 8,000,000 for 1956. Someone wrote to us: "What are they going to do with all that Robusta?" The answer went back: "Sell it."

Up to this year, crop carryovers in Africa were negligible in volume, and for the first time this season an African producer country, the Ivory Coast, experienced this. The government rose to the occasion and instituted a stabilization fund to buy up 500,000 bags. Most of these have been successfully marketed already, and now, with the new crop just round the corner, only 45,000 bags remain unsold of the past crop.

Robustas are now becoming recognized as a regular feature of the coffee supply picture. The French love them, everyone watches them, and quite a few of us drink them.

They vary in value to an extent not yet understood everywhere. Contrary to other coffees, low price levels stimulate African production more than high. The grower will harvest as much of his coffee as his modest needs dictate, and if the price is 25¢, then he will have to get together twice as much if the price were 50¢. Generally speaking, his education and "consumer potential" have yet to reach the stage where, over and above his bare necessities, he wants anything enough to work for it. Sensible fellow.

Silex forms new industrial division

Stanley M. Ford, President of The Silex Co., has announced the formation of an industrial division, under the direction of Ford Sebastian.

This new division will concentrate on the development and marketing of automatic coffee brewing equipment for the institutional and industrial catering trade, requiring volume quantities of brewed coffee for peak-hour service, and a new coin-operated "brewed coffee" vending machine.

With 30 years of pioneering background in the development of more efficient coffee brewing equipment for home and restaurant use, Silex expects to achieve a broader coverage of its markets in the food serving industry through the development of fully automatic quantity coffee brewers.

The new industrial division is temporarily located at the Chicago Electric Division of The Silex Co., 6333 West 65th Street, Chicago.

DECEMBER, 1956



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Crops and countries

coffee news from producing areas

World coffee production reached record high in 1955-56, FAO reports

World coffee production reached a record high in 1955-56, the Food and Agriculture Organization of the U.N. reports in its latest Bulletin of Agricultural Economics and Statistics.

Total world production in this period—about 44,000,000 bags or 2,600,000 metric tons resulted from record crops harvested in many important producing countries, including Brazil, French West Africa, Kenya, India and Cuba.

Despite the production increase, coffee prices in general remained firm in the first nine months of 1956 and prices of high-quality coffee rose substantially, the FAO Bulletin states. This was due primarily to sustained demand in the United States and Europe, and to the relative scarcity of high-quality coffee.

Although prices were high, the FAO Bulletin continues, they were nevertheless acceptable to consumers, and world trade showed strong expansion in 1956. Exports from Brazil and Colombia in the first half of 1956 were large, with Brazilian exports 63% above those of last year. In Colombia, despite unfavorable weather conditions which reduced the crop, exports in January-June of this year were 16% higher than in the same period of 1955.

"On the importing side," the Bulletin states, "the outstanding feature was the 25% increase in United States imports in the first half of 1956." Imports into Europe showed a general and steady increase, although on a smaller scale than in the United States.

With regard to outlook, "The 1956-57 Brazilian crop appears to be exceptionally small and of somewhat inferior quality," the article continues. The Brazilian Coffee Institute estimates exportable production at little more than 600,000 metric tons against 720,000 metric tons quoted by trade sources.

"As to trade," says FAO, "it remains to be seen whether world imports will continue at their present record rate. Various factors are at work: the period of heaviest imports—October to December—lies ahead; stocks in consuming countries are reported to amount to two and four months' supplies; and retail prices in the United States rose further in the late summer."

More coffee acreage planned by Mexico

In spite of a general oversupply on the world market, Mexico will increase its coffee acreage, it was stated by Miguel Angel Cordero, president of the National Coffee Commission.

He said Mexico would intensify the rehabilitation of old plantations and improve cultivation techniques.

Meanwhile, the National Agricultural Union of Coffee Growers reported a record crop of 1,750,000 bags for the 1956-57 year. The previous high was 1,600,000 in 1945.

Hurricanes and bad weather reduced the 1955-56 crop to 1,250,000 bags.

Although about 80% of Mexico's production is for ex-

DECEMBER, 1956

SINCERE HOLIDAY GREETINGS



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port coffee, officials are making a renewed effort to stimulate domestic consumption.

Customs officials have disclosed that exports of Mexican coffee for 1956 passed the 1,000,000-bag mark in August.

The United States continued to be the principal buyer with Germany second.

Brazil puts 1956 output at 17,776,000 bags

Brazil's Ministry of Agriculture recently released an estimate of Brazil's coffee production for the year 1956. The estimate shows a total anticipated production of 17,776,000 bags.

With an internal unregistered consumption of roughly 3,000,000 bags, the estimate would indicate registrations of 14,800,000 bags for the season 1956-57. This compares with 1956-57 registered production estimates of 16,400,000 bags by the Foreign Agricultural Service; 11,000,000 to 13,500,000 bags, trade estimates; and 10,000,000 to 10,800,000 bags Brazilian Coffee Institute estimates.

Coffee vital to economy of Haiti; improvement program bucks heavy obstacles

Haiti is one of the least developed of the Latin American countries, according to a summary of coffee in that country by the U. S. Foreign Agricultural Service, compiled from official reports of the Banque Nationale De La Republique, U. S. agricultural attaches and other sources.

Approximately 90% of the population is rural, poverty-stricken and illiterate, with an annual average per capita income of \$70.00. With a population of 3,200,000, total national income for 1955 is estimated at \$230,000,000, 75% of which is earned by the farming population.

Primarily an agricultural country with very limited mineral and natural resources and little private industry, 90% of the working population is engaged in farming, while other activities in the Haitian economy are more or less related to agriculture. Of a total area of 10,700 square miles, most of which is mountainous, only one-third, or 2,250,000 acres is arable. This is equivalent to $\frac{2}{3}$ of an acre per capita, and with an annual increase of $1\frac{1}{2}\%$ in population, the pressure of population on poor agricultural land is causing further land deterioration and eventual lowering of a standard of living which presently is largely on a subsistence level.

The annual per capita income of \$70.00 provides only a very low purchasing power and is a limiting factor on any improvements in farming practices or industrial development.

The volume of savings and capital is small and credit, particularly agricultural credit, is almost non-existent. The large majority of coffee farmers cannot qualify as a credit risk and to obtain cash prior to marketing the crop they must turn to speculators with crop liens as security. Interest rates are exorbitant and cash advances usually result in crop confiscation.

Because of the high rate of illiteracy and ignorance, methods of cultivation are primitive, fertilizers are unknown and little cultivation is practiced on planted crops. Land holdings average less than three acres per family and agricultural equipment usually consists of a machete and a hoe.

Holiday Greetings

to all
our friends

LOPEZ & MANGUAL

Established in 1925
Coffee Importers
Colombians—Maracaibos
135 Front Street, New York



Best Wishes for a
Happy Holiday Season

ARNOLD, DORR & CO., INC.

105 FRONT STREET
NEW YORK

Merry Christmas... Happy New Year

H. F. BAERWALD & CO., INC.

Coffee Importers and Jobbers

110 Front Street

New York 5, N. Y.

Cable Address: BAERCOF, NEW YORK



Greetings of the Season

JAMES W. PHYFE & CO., INC.

Brokers and Agents

COFFEE

SPICES

98 FRONT STREET, NEW YORK 5, N. Y.

MERCANTIL ATLANTICA LTDA

Fine Coffee Exporters

SANTOS

Cable: APOLO

P.O. Box 903

ETHIOPIAN COFFEES

DJIMMA

HARRAR



← Symbols of Quality →



S. J. MAGDALINOS

ADDIS-ABEBA, ETHIOPIA

Exclusively represented in the United States & Canada by DOBBELEER COMPANY
17 Battery Place, New York

Canada's coffee consumption has tripled since 1930's, Lindsay tells convention

Canada is drinking more than three times as much coffee this year as it did in the 1930's and by 1957 will be importing twice as much again, Charles G. Lindsay, manager of the Pan-American Coffee Bureau, told the annual meeting of the Tea and Coffee Association of Canada, held at the Seignior Club, Montebello, Quebec.

If coffee consumption continues to increase at the same rate as it did from 1939 to 1955 and if Canadian population increases as projected, Mr. Lindsay declared, the demand for coffee should rise by 120% in the next 20 years.

"This will mean annual imports of 230,000,000 lbs. of green coffee," he said, "coffee that will be paid for with good, hard Canadian dollars, the majority of which will come right back to Canada to purchase the products of your mines, forests, and factories."

Dr. James G. Wood, the Bureau's director of research, reported on results of a study of coffee-drinking in Canada, which shows that 72% of all Canadians ten years of age and older are now drinking at least one cup of coffee every day, amounting to 24,000,000 cups of coffee every day.

Coffee break helps

One of the reasons for today's popularity of coffee in Canada, Dr. Wood reported, is the growth of the coffee-break as an institution in Canadian business and industry. Seventy-five per cent of all employed men and women in Canada are now permitted coffeebreaks, an increase of 7% over three years ago, when a similar survey was made.

Eugene G. Laughery, president of the Coffee Brewing Institute, reviewing 20 individual research projects now being undertaken by CBI, stressed the importance of the scientific work now being conducted and its adaptability and usefulness to the coffee industry.

Among the other research projects being conducted at present by the Institute, Mr. Laughery reported, were studies of coffee flavor and aroma, coffee grinds, the effect of coffee as a mild and beneficial stimulant, and as a food product.

Before CBI began one of its recently completed studies, he declared, there had never been a serious attempt to associate essential and desirable nutritional attributes with coffee. This research revealed, he said, that roasted coffee is one of the richest food sources of niacin, an important and necessary vitamin.

The public relations and promotional plans for coffee in Canada were reviewed by C. G. Coburn, PACB director of public relations, who described the activities carried on by the Bureau to build and maintain public goodwill towards coffee and the coffee industry.

Evilio Jacomino new FEDECAME president

Evilio Jacomino, of the Instituto Cubano de Establizacion del Cafe, was elected president of FEDECAME at a recent meeting in San Salvador.

Elected vice president was Manuel Varela of Panama's Instituto Fomento Economico.

Francisco Guitierrez, of El Salvador, was chosen secretary.

DECEMBER, 1956

Season's Greetings and Best Wishes for the New Year



B. C. IRELAND, INC.

227 Front Street
San Francisco

HONDURAS
WASHEO
COFFEES



HONDURAS
UNWASHED
COFFEES

EXTRA CHOICE
PRODUCTS

TO ALL OUR FRIENDS

**A VERY MERRY CHRISTMAS
AND
A SUCCESSFUL NEW YEAR**

DAVID A. KATTAN

COFFEE IMPORTERS

607 Tchoupitoulas Street, New Orleans 12, Louisiana

Christmas Greetings



to the Coffee Trade

CARL BORCHSENIUS CO., INC.

Merry Christmas . . . Happy New Year

GORDON W. VOELBEL CO., Inc.

Gordon W. Voelbel

Henry M. DeHos

Coffee



105 Front Street

New York 5, N. Y.



**A Merry Christmas
and A Happy New Year**

H. MILLS MOONEY & SON, INC.

20 FULTON STREET
NEW YORK 38, N. Y.

TRADE
ROASTERS

WH. 4-5138

CARLOS TRUEBA & SON

120 WALL STREET

NEW YORK 5, N. Y.



Agents for leading Shippers
of Colombian Coffees extend



Season's Greetings

On the menu

Developments among public feeding outlets

41,000,000 employees permitted coffee breaks, PACB survey shows

Seventy-three per cent, or nearly 41,000,000 non-farm workers, have either regularly-scheduled or informal coffee-breaks, according to the Pan-American Coffee Bureau.

In a survey conducted on a typical winter day early this year, PACB found that more than 24,000,000 employees took advantage of this opportunity and drank coffee, either in the morning, the afternoon, or at both times. They either brewed it themselves, sent out for it, or went to a neighboring restaurant.

They drank 30,000,000 cups of the beverage on the day of the survey. On an annual basis, this amounts to nearly eight billion cups, or over 7% of all coffee consumed in this country, PACB reports.

The place of employment usually determines whether the break is regularly scheduled or taken when convenient. More than 50% of all factory workers have established rest periods. About 40% of office workers and 33% of store employees have similarly scheduled breaks, the survey revealed.

Where the coffee is drunk also is influenced by the employment locale. Few factory workers leave the premises, while over one-half of the store employees and one-fourth of all office workers make pilgrimages to nearby restaurants.

Factory workers have more coffee-breaks than other employees, with the average length ten minutes, PACB says. For office and store workers, 15 minutes is more common. Where rest periods are regularly scheduled, there generally is one in the morning and one in the afternoon, the survey revealed.

Where there is a small number of employees, the most common method of providing coffee is either to brew it on the spot or have it sent in from outside. In larger establishments, it is usually the practice to have it delivered by cart or made available in a vending machine.

The great majority of factory workers have access to vending machines, while slightly less than half of the office workers and only a few store employees do, the survey found.

Deskside coffee break saves time in big New York office building

In the new Kaufman-Weiler Building at 711 Third Avenue, New York City, where some 2,000 men and women work for various tenant companies, a coffee-break system works out so that all the employers, combined, save the equivalent of the annual salaries of 47.6 workers, reports Meyer Berger in "About New York" in the New York Times.

The building owners got Harold Fischer, who was an infantry officer in World War II, to build seven stain-

Season's Greetings

TO ALL OUR
COFFEE FRIENDS



FELIX J. VACCARO
& Co.

425 Gravier St., New Orleans, La.

DAGLIO & CO.

HIGHEST QUALITY
WASHED SALVADORS

Season's Greetings

MANON
SANTA LUCIA
ATEOS

SAN SALVADOR, EL SALVADOR, C.A.

VB

THROUGH THE YEARS A DEPENDABLE MARK

Coffee Importers

OFFICES AND REPRESENTATIVES
IN ALL PRINCIPAL PRODUCING AREAS

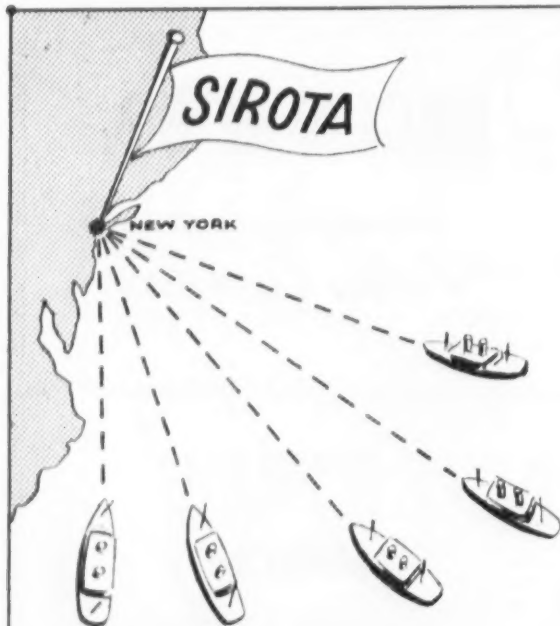
VOLKART BROS. INC.

120 WALL STREET

HAnover 2-9400

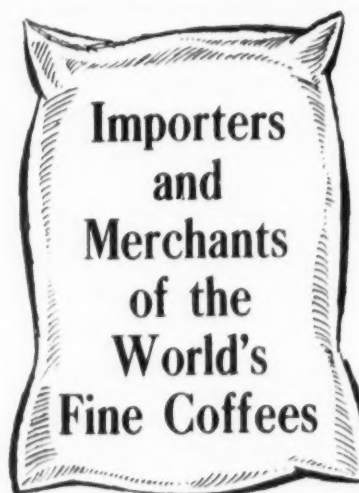
NEW YORK 5, N. Y.

CABLE: "VOLKART"



GEORGE SIROTA COMMODITY CORP.

MEMBERS:
GREEN COFFEE ASSN. OF NEW YORK CITY, INC.



SIROTA & CO.

MEMBERS:
N. Y. COFFEE & SUGAR EXCHANGE
AND OTHER LEADING
COMMODITY EXCHANGES

Twenty-Six Broadway, New York 4, N. Y., BOWling Green 9-8220, Cable: ATORISCO

less-steel serving carts. Mr. Fischer runs the street-level coffee shop, Mr. Berger said.

"Each work day the seven carts, making the rounds of the large corporations that have space in the building, dispose of 100 gallons of coffee, 200 half-pints of milk, 1,200 items of pastries. Checks average 17 cents, with the highest 25 cents.

"The service carts cruise right in among desk rows; no time is lost in getting to the snacks. It also keeps the coffee-breakers out of the elevators; means time saved there, too."

New pencil has built-in coffee break

Something new—"the coffee break pencil"—has been announced by Franklin C. Wertheim, direct mail consultant and sales promotion idea man.

The coffee break pencil is intended for sale to business firms for their salesmen, to use as door openers, conversation pieces, giveaways at trade shows and conventions, and as direct mail enclosures.

The coffee break pencil consists of a regular lead pencil for the first half of its length. The upper half of the pencil is a hollow plastic tube filled with instant coffee. Capping the pencil is an eraser.

Removing the eraser allows the coffee to be shaken out into a cup. Add hot water, and the coffee is ready. The pencil contains enough instant coffee to make one cup.

Anderson Clayton acquires substantial interest in Aristizabal & Cia., Ltda.

Anderson Clayton & Co. has reached an agreement and is concluding negotiations to acquire a substantial interest in Aristizabal & Cia., Ltd., and affiliated companies, among which is J. M. Lopez & Cia., Ltd., it has been reported.

Anderson Clayton & Co., whose head office is at Houston, Texas, has been engaged in the export of green coffee from Brazil and Central America for some time.

A. Aristizabal & Cia., Ltda., whose head office is located at Cali, Colombia, has long been the leading exporter of Colombian green coffee.

A. Aristizabal & Cia. Ltda., its management and its staff, will continue to operate under the same policies as heretofore, and Don Adolfo Aristizabal will continue as president, it was stated.

Anderson Clayton is an important factor in the Brazil coffee market, and with the acquisition of these companies may be the biggest seller of Colombian coffees, it was reported.

Consolidated Foods acquires Morey Mercantile

The Morey Mercantile Co., Denver, Colo., wholesale distributor and food processor well known in the coffee field, has been acquired by the Consolidated Foods Corp., Chicago.

The Denver operation will continue as the Morey Mercantile Division of Consolidated Foods.

S. M. Kennedy, Consolidated Foods president, and Nathan Cummings, chairman of the board, said they "welcome the addition of the experienced management and excellent facilities" of Morey Mercantile and of a St. Paul, Minn., food chain which was also acquired.

**Best Wishes
to the Coffee Industry
for a happy holiday
season and a very
successful New Year**

from

SCHOLTZ & CO.

COFFEE IMPORTERS

82 WALL STREET, NEW YORK CITY

**Season's Greetings
and
Best Wishes
for a
Happy New Year**

W. D. ROUSSEL & CO., INC.

**422 Gravier Street
New Orleans, La.**

**Season's
Greetings**
to all our friends



A. L. RANSOHOFF CO.
Incorporated
Coffee Importers
108 Front Street New York

**Lively jingle sparks coffee
highway safety campaign**

For the eighth consecutive year, the Pan-American Coffee Bureau is sponsoring a year-end highway safety campaign, it was announced by Charles G. Lindsay, Bureau manager.

Featuring the slogan, "Stay Alert, Stay Alive, Make It Coffee When You Drive," this year's program places emphasis on combatting driver fatigue, which safety experts report is a major cause of highway accidents. The campaign will have widespread support from safety groups and government officials, as well as coffee and allied industries.

The safety program will be supported on a national level through singing commercial-type announcements on radio stations in some 48 markets. The announcements, set to the tune of "Jingle Bells," are scheduled on the weekends preceding Christmas and New Year.

Sample transcriptions of this jingle, with open endings so that brand identification may be included, have been sent to members of the coffee trade.

The words to the coffee jingle are:

Stay alert! Stay alive! Through the holidays!

Make it Coffee when you drive—safety always pays!

Stay alert! Stay alive! While driving on your way!

Coffee is the safest drink for every holiday!

PACB's versions wind up as follows: "The Pan-American Coffee Bureau joins the entire coffee industry in wishing you a safe and happy holiday!"

Christmas Greetings
and
Best Wishes
For a Happy and Successful
New Year



RUIZ, TORO & CIA.
Exportadores de Cafe

"BOLOMBOLO MEDELLIN EXCELSO"

Medellin — Colombia

Apartado Aereo 1881

Telegrafo "Ruiztoro"

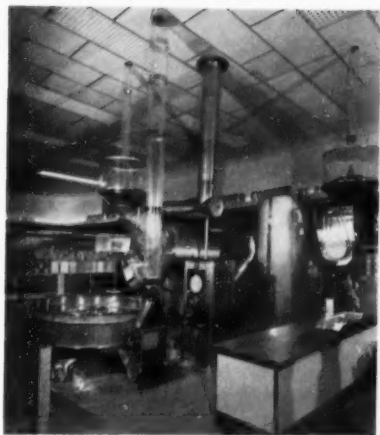
Merry Christmas
and a
Happy New Year
to all our friends

INTERNATIO-ROTTERDAM, INC.

10 Hanover Square
New York

351 California St.
San Francisco 4, Calif.

IMPORTERS • EXPORTERS
SPICES • COFFEE & TEA



"Peep" coffee roaster in huge supermarket builds capacity traffic

A coffee roasting installation with a capacity of 500 lbs. per hour right out in the midst of the groceries and near the meat department proved to be one of the greatest attractions at the recent opening in Fort Wayne, Ind., of what is called the world's largest supermarket.

Said to be the first coffee roaster in any retail food store, the fully automatic, push-button roasting machine was supplied and installed by Tempo-Vane Manufacturing Co., San Francisco, under supervision of Louis Ozor, head of that West Coast coffee machinery, service and supply firm.

The Eavey's Supermarket, built, owned, and operated by Henry J. Eavey, Inc., of Richmond, Ind., has a total floor area of 80,761 square feet and a sales area of 50,280 feet, said to make it the largest operation in the world with food as its principal business. One of the highlights of the gigantic store is a communication system which permits customers to ask location or price of any item from six stations conveniently located around the store.

During the first week, the one-man coffee roasting layout attracted so much attention that the roast totaled 13,000 pounds, later leveling off to 6,000 pounds. It proved a tremendous attraction to customers, and is credited with having been a prime contributing factor during opening days to so much store congestion that the management had to close doors

at 4 p.m. and then allow customers to enter only four at a time.

One eye-appealing feature of the roaster is a number of transparent "peeps," which permit customers actually to see the flow of coffee during the roasting process.

After the installation of the machine, Mr. Ozor remained in Fort Wayne long enough to train the store's operator.

Coffee trees in Yemen

Coffee arabica does not seem to be indigenous to Yemen, where it has been introduced. However, a careful survey of the various types occurring there may help to discover some valuable ones (resistant to cold, disease, etc.) capable of being grown and eventually introduced in other producing countries.

Production could be improved by more rational use of water resources, by expansion of areas under cultivation, by the use of mulch and by the selection of better and more productive types. Management of nurseries should also be improved. Cutting back of older trees should be made a rule.

Season's Greetings and Best Wishes

For a Happy and Successful New Year

LEON TAFFAE CO., INC.

COFFEE IMPORTERS

106 FRONT ST.,

NEW YORK 5, N. Y.

MEMBERS

GREEN COFFEE ASSOCIATION OF N. Y.
NATIONAL COFFEE ASSOCIATION OF U. S. A.
NEW YORK COFFEE & SUGAR EXCHANGE, INC.
CABLE ADDRESS: TAFBEL

GLORIA SUPERIOR®

TACHIRA MARACAIBO



Merry Christmas

Happy New Year

ENRIGHT BROS.



*A Merry Christmas
.. and a Happy New Year ..*

L. NEUGASS & CO., INC.

COFFEE IMPORTERS

135 FRONT STREET

NEW YORK 5

Solubles

IBEC, Tenco form new firm to develop soluble coffee on a world-wide basis

An agreement to form a corporation to blend, package and distribute soluble coffee on a world-wide basis has been announced by the International Basic Economy Corp. (IBEC), New York City and Tenco, Inc., Linden, N. J.

Nelson A. Rockefeller, president of IBEC, and Edward Aborn, president of Tenco, said the new company will be named Ibenco.

It will have three major objectives: 1. To develop a market for soluble coffee throughout the world. 2. To establish plants in several countries for packaging soluble coffee. 3. To make available to local distributors in countries over the world quality soluble coffees for marketing under their own labels.

IBEC and Tenco each will hold a 50% interest in Ibenco.

IBEC, an international finance and investment company, operates a variety of enterprises in Brazil, Venezuela, Peru, Puerto Rico and other areas.

Tenco, in which IBEC recently acquired a one-eleventh interest, was formed by ten coffee companies in 1952 to create a research and manufacturing organization to supply the corporate stockholders with soluble coffees.

IBEC and Tenco have assisted in the formation of a soluble coffee plant in El Salvador, have helped create a Mexican soluble firm, and soon will join with others in establishing a similar plant in Guatemala.

Studies are being made looking toward a plant in Brazil, to be established jointly with Brazilian coffee-growers.

In addition to IBEC, investors in Tenco include C. W. Antrim & Sons, Inc., Richmond, Va.; Edac Corp., Linden, N. J.; Cain's Coffee Co., Oklahoma City, Okla.; Donovan Coffee Co., Birmingham, Ala.; Albert Ehlers, Inc., Brooklyn, N. Y.; Fleetwood Coffee Co., Chattanooga, Tenn.; Jos. Martinson & Co., Inc., New York City; W. F. McLaughlin & Co., Chicago, Ill.; John H. Wilkins Co., Inc., Washington, D. C.; and Wm. S. Scull Co., Camden, N. J.

General Foods plans to make soluble coffee in West Germany

The General Foods Corp., which has been strengthening its foreign operations, will get into the manufacture of soluble coffee in West Germany, according to a report in the Journal of Commerce.

The GF subsidiary in that country, Germany General Foods G.M.B.H., has completed plans for the construction of a plant at Elmshorn, near Hamburg, where it will manufacture Maxwell House Instant Coffee.

The parent American company, a leader in the soluble coffee field in this country, is furnishing a lot of technical assistance and "know how" in the new venture by General Foods' German subsidiary, it is understood.

The West German General Food subsidiary was organized in 1954. It is part of a continuing growth pattern of the company's international division, which has other production operations in Great Britain, Canada, the Union of South Africa, Mexico, Cuba, and Peru.

Holiday Greetings

S. F. PELLAS CO.

203 CALIFORNIA STREET
SAN FRANCISCO 11, CAL.

Agents for

**BRAZILIAN & CENTRAL AMERICAN
SHIPPERS**

S. F. PELLAS INC.

104 FRONT STREET
NEW YORK 5, N. Y.

**SPECIALISTS IN BETTER GRADES OF
GREEN COFFEE**

Agents in all the Americas Since 1923

Christmas Greetings

BEST WISHES FOR THE NEW YEAR

from

JUSTO F. FERNANDEZ

Finca "Las Animas"

Coffee Planter & Exporter

**Grower of the highly appreciated
Top Quality Coffee**



Juarez 35

Jalapa Ver. Mexico

Phone 22-47

King Coffee marks fifth anniversary of plant with further improvements

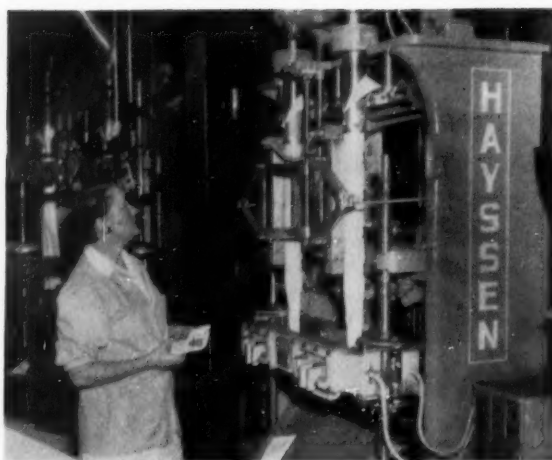
King Coffee, Inc., recently celebrated the fifth anniversary of the erection of its Detroit coffee roasting plant—one of the most modern in the Midwest.

In observing the beginning of the sixth year in this single-level 22,000 square foot plant, Charles S. Litt, executive vice president, pointed out how improvements in facilities have enabled King to increase its productive capacity considerably over the past five years.

For example, with the acquisition of the Phelps Krag Co. in 1954, King Coffee installed another roaster, with a capacity of 2,000 lbs. per hour, a special packaging line, and five large storage bins having an aggregate capacity of 6,000 lbs.—all just to handle roasted coffee for the Phelps Krag blends.

Besides these improvements, King Coffee last summer installed a new Hayssen packaging machine for the automatic production of small three-ounce packages for glass coffee makers. This additional machine has brought King's packaging capacity up to 8,000 per hour and made it possible to handle the Phelps Krag packaging as well—a major improvement over the old hand-operated method.

As a result of an overall increase in production and sales since 1951, King Coffee has found it necessary to increase greatly its storage and maintenance facilities.



With this new Hayssen packaging machine, King Coffee now has the capacity to turn out packets for glass coffee makers at the rate of nearly 8,000 per hour. Plant was built five years ago.

Nearly 250 feet of three-tier racks were installed this past summer for the storage of allied products and supplies. These racks, with a capacity of 150 pallets, supplement flood-lighted shelving set up in the plant two years ago for reconditioned urns and coffee making equipment.

King Coffee also recently added two large ceiling fans to augment the plant's exhaust system. The fans, each four feet in diameter, are mounted in separate penthouses.

Christmas Greetings

and

Best Wishes

for the

New Year

W. R. GRACE & CO.

Maintenance facilities for King Coffee's fleet of 22 trucks have likewise been increased in the last few months, Mr. Litt explained. A stock room for parts and storage has been added, along with a generator and voltage tester, providing King Coffee with equipment and parts adequate for the complete rebuilding of any truck in its fleet, should the necessity arise.

Even in the sales and accounting offices, important changes have recently been effected. During the spring of 1956, an office area of some 3,600 square feet was completely air conditioned for the greater comfort of office personnel and visiting customers.

"The improvements we've made these past five years have, of course, all been with one object in view," Mr. Litt declared. "It's just part of our job to keep steadily at the task of supplying better coffee more efficiently to our customers—the restaurants and industrial firms of Michigan."

the per capita climb

(Continued from page 16)

The great increase which has taken place in the value of coffee imports and in the value of exports is partly explained by the pronounced rise in world prices, which development witnessed a decline in the purchasing power of the dollar to \$.52 in 1955 from its value in 1939.

During the period 1935 to 1939, per capita consumption of green coffee in the United States for the population ten years of age and over was 17 lbs. This quantity rose during the war years and reached 23.7 lbs. in 1946, when adequate shipping was again available and when the government released a portion of its stocks for the civilian market. It is probable, however, that the figure for per capita consumption in 1946 overstates consumption somewhat, because several factors in that year served to stimulate increase in household inventories. Principal among those factors were the removal of OPA price ceilings in the summer of 1946, the elimination of a three-cent per pound subsidy and, of course, the greater availability of coffee in stores and in distribution channels.

For the next seven years after 1946, per capita consumption in the U. S. remained above 20 lbs, but in 1954 it dropped to 18.7 lbs., recovering to 19.6 lbs in 1955. The 1954 drop in consumption, like a less serious drop in 1950, was closely associated with a sudden increase in retail coffee prices. After the first impact of the price increases, a recovery in the rate of individual consumption occurred. During the first nine months of 1956, however, coffee consumption was generally higher despite price advances, and per capita consumption for the year is expected to be 19.8 to 20 lbs.

It is important to realize that although individual consumption has varied in the past 20 years, it has been at a higher level in the postwar than in the prewar period. Coffee is one of the products which traditionally has a relatively low demand elasticity, but history has proved that proper promotion and development can build this demand over a period of years.

The department of research of the Pan-American Coffee Bureau analyzes the major developments in the world coffee trade and publishes the results in "Annual Coffee Statistics." It also works constantly in studying the coffee markets of the United States and Canada. As a result of this market research, particularly since 1950, PACB has been able to

Seasons Greetings

and

Best Wishes



CASA GOLDTREE-LIEBES & CO.

EXPORTERS OF SALVADOR COFFEE

SAN SALVADOR, EL SALVADOR, C.A.



Christmas Greetings

Best Wishes

for the New Year

JUAN E. MARTINEZ SUCS. S. DE R. L.

F. I. Madero #54

Jalapa, Ver., México.

outline trends in coffee drinking, household purchases, brewing practices and in other aspects of the changing market. The objective of this work, of course, is to determine where consumption shows the largest growth potential and how this potential can best be realized.

Over a period of many years, the proportion of people ten years of age and over who drink coffee on any given winter day has remained constant at about 74%. This suggests that increasing coffee consumption can most effectively come about through effective suggestion that persons drink more cups of coffee per day and that they make a fuller-bodied brew.

To drink more cups per day, persons must be given the opportunity to do so. Between-meal drinking, or the coffee break, provides such an opportunity and the Bureau has very successfully promoted this custom. In this connection, it is notable that coffee drinking by employed adults while at work rose from an average of .20 of a cup per day in the winter of 1950 to .49 of a cup in 1956, or by 145%.

Because of the coffee break and other factors, total cups consumed per person per day in the United States increased from 2.38 in the winter of 1950 to 2.68 cups in the winter of 1956. The use of weaker coffee during those years has held back a corresponding increase in the consumption of coffee beans. With 60 cups being derived, on the average, from a pound of regular coffee, the brew is characteristically weak, with an extraction rate at great variance from the 40 cups recommended by the Coffee Brewing Institute. It appears that about 15 cups per ounce of soluble coffee is being obtained by homemakers, according to PACB data.

In view of the heavy dependence of most of the producing countries on coffee as an earner of foreign exchange, it is axiomatic that Latin America must have good and expanding markets. Given such markets, the producers undoubtedly can provide ample supplies. Consider that following the out-turn of heavy surpluses in the 1930's, world exportable production declined from an average of 36,400,000 bags in the

late 1930's to an average of 28,000,000 bags during the period from 1946 through 1951.

During the next decades, as in the past two, the Pan-American Coffee Bureau can function with ever-increasing effectiveness to enlarge the market for coffee.

two decades of coffee promotion

(Continued from page 13)

One program is its promotion of the phrase—and the custom—of the coffee break. This began in 1950 and has done much to make the coffee break a national institution and a substantial new market for coffee.

The other program is highway safety, in which the Bureau has taken a broad and active part. Its holiday safety promotion began with the slogan "Make That 'One for The Road' Coffee", and continues this year as "Stay Alert! Stay Alive! Make It Coffee When You Drive". The summer safety program, designed to combat driver fatigue, features "For Safety's Sake, Stop for A Coffee Break".

As part of its overall assignment through the years, PACB has carried on a continuing program to further good relations between producers and consumers, and to create a better understanding of coffee producing problems in the United States and Canada. This campaign has had many facets. It has included advertisements, talks before important groups, trips to coffee countries by newspaper reporters and consumer representatives, and publication and distribution of a variety of booklets on coffee's importance to hemispheric progress. Currently the Bureau's exhibits carrying out this theme have been seen during the spring and summer of 1956 by nearly 2,000,000 people.

As the Pan-American Coffee Bureau begins its 21st year, its advertising, publicity and promotion are still devoted to the theme that coffee is deservedly America's

(Continued on page 86)

Reeve Angel

COFFEE FILTER PAPERS

We maintain stocks in New York to fit all sizes of urns at very attractive prices.

H. REEVE ANGEL & CO., INC.
52 Duane St. New York 7, N. Y.

A&S Coffee Bags

Packages with built-in buy-appeal.

ARKELL and SMITHS

500 Fifth Avenue New York 36, N. Y.

W. H. KUNZ & CO.

302 Magazine St.

New Orleans 12, La.

COFFEE - IMPORTER & JOBBERS

DIRECT CONNECTIONS Producing Countries

Cable Address KUNZCO

coffee field research: what is it?

(Continued from page 31)

entire presentation no claims are made, no lecture is given. The demonstrator simply goes through the routine of making two urns of coffee, explaining the steps as he goes along. There is no effort to influence the audience regarding the relative merits of the brews. The audience is invited to sample and make its own estimate.

To heighten the effect of the presentation, special equipment, operating in accordance with the principles of the conventional urn, has been designed. This equipment enables viewers to see what goes on inside the urn during the brewing process. These are tools that have been devised for telling the brewing story.

We like to think of our quantity brewing demonstration program as being symbolic of the philosophy which governs the activities of the Coffee Brewing Institute in its relationship with the trade and the consumer. The whole approach reflects a system of operation that depends on factual evidence, presented without any preconceived desire or effort to force findings on anyone. Judgement of whether they are good, bad or indifferent, in the mind of the individual, is left up to him.

This same spirit characterizes the work of our field men in their association with individual roasters and restaurateurs. Basically their function is to serve the industry and its customers unobtrusively and helpfully. In a very real sense, they represent a liaison force between the Institute and the coffee public. One of their most important duties is to impart information developed by the various agencies of the Institute to the roaster, to the public feeding operator, and to the equipment manufacturer.

The soundness of this approach is reflected in the increasing number of requests for information and assistance that have been made of the Institute. In numerous instances, this has required on-the-spot inspection and instruction by members of the field staff. In each instance, the coffee supplier or equipment man of the establishment in question, has been invited to participate and pass judgement on the recommendations made and the results achieved. Such a practice is standard in field staff operations. The principle here is working with, not superseding, the man who has the account. The goodwill this system of association has engendered is eloquent.

COFFEE

Roasting
Grinding
Packing } **for the trade**

We do not buy or sell coffee ...
Our only product is Service.

S & S COFFEE ROASTERS, INC.
56 Pearl St. Brooklyn 1, N. Y.

Merry Christmas and a Happy New Year

WELDON H. EMIGH CO., INC.

BRAZILS — MILDS

150 California St., San Francisco 11

**FINEST
QUALITY**



"Pressure-Packed"

*... in the
most modern
packages*



*New Aluminum
Foil Wrap*

**STANDARD
BRANDS**
Incorporated

Season's Greetings

and

Best Wishes

for a

Happy New Year



F. W. Ehrhard & Co.

New York

Season's Greetings



DUPUY

STORAGE & FORWARDING CORPORATION

2601 Decatur Street

New Orleans 17, La.

A Merry Christmas



NAUMANN, GEPP & CO., INC.
COFFEE

95 Front Street, New York

ly expressed in the numerous letters of appreciation that have been received from people in the various categories we have mentioned.

This briefly touches on the meaning of field research. Our efforts, to date, have given us cause for encouragement. We are gaining the sympathetic interest and respect of the trade. This is good for coffee. We hope that as time goes on we will continue to merit the confidence of members of the coffee industry.

progress in spray drying

(Continued from page 29)

taken place only since the last war. Although the original spray drying patents were issued nearly 100 years ago, spray dryers were for years considered novel, with limited application. Spray drying was tried only when other methods of drying had failed.

"Today, however, spray drying is accepted as a method of primary importance. Among its recognized advantages are (1) the handling of heat sensitive materials at a comparatively low cost; (2) the production of physical characteristics in the final product which greatly augments its sales value; (3) the almost automatic nature of its operation, requiring minimum labor costs; (4) the flexibility of operation and ability to change product characteristics to meet change in market conditions; (5) the increasing consciousness that it costs money to transport water and (6) the long life and relatively low maintenance cost of a spray dryer. All of these factors and many others are responsible for the greatly increased interest in spray drying."

Among the advantages of modern spray drying, it was pointed out, is the fact that it is a continuous process and thus eliminates costly start-up and shut-down operations encountered in batch type drying. The result is that spray drying often becomes the most economical operation and a round-the-clock basis.

The fact is that many companies using or producing a variety of liquid materials subject to concentration are using the laboratory type spray drying unit right on plant property in order to make tests and corrections.

"We see the Bureau as a symbol"

(Continued from page 24)

We should look upon the Bureau, as I said before, as a symbol. Since we are all "Americans," the bond of friendship should be ever nurtured. Cultural information should be exchanged, vast amounts of literature have been disseminated to our schools through the efforts of the Bureau. True, it tells a coffee story, but it is set up in such a way to tell a story of friendship.

The Pan-American Coffee Bureau has functioned well in its purpose, or it would not have existed for 20 years. It goes into its next 20 years a virile organization.

The New York Coffee Roasters Association congratulates the Pan-American Coffee Bureau and as its president, I wish to convey to it my warmest personal regards.

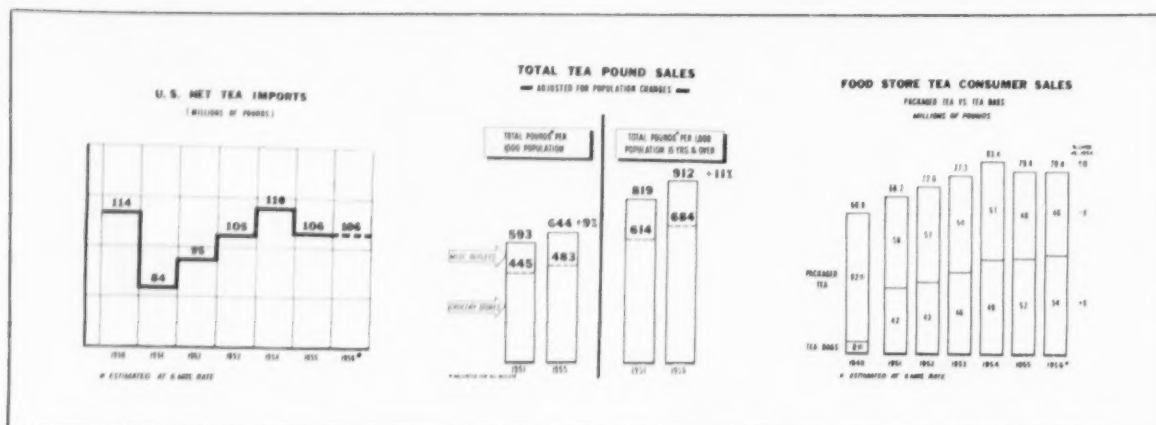
Coffee production in India

The present average annual production of coffee in India is about 26,000 tons.

Editorials

hristmas, 1956

☞ As the old year draws to a close, and the new one is still unborn, the people of these industries... coffee and tea, spices and flavors... join in double tribute. ☞ We salute an eventful 1956. ☞ And we look forward to a 1957 with hope, with expectations of progress, with assurances based upon knowledge. ☞ That knowledge illuminates potentials and inspires readiness... as individuals, as companies, as industries... to translate potentials into actualities. ☞ Let your Holiday Season be a joyous one! ☞



what's happening in the tea market?

By WARREN J. COUSINS, Vice President
A. C. Nielsen Co.

This article is from Mr. Cousins's report to the recent 11th annual convention of the Tea Association of the U. S. A.

Food store sales of tea amounted to 68,300,000 lbs. in 1951, increased 6% in 1952, and an additional 6% in 1953, a further increase of 8% in 1954, to an all-time high of 83,400,000 lbs.; then declining to 79,400,000 lbs. in 1955 and, based on the first six months of 1956, sales for this year should be about the same.

During this time, special offers to the consumer in special factory packs of one type or another, such as "10-cents off", "48's with 16's at one cent", etc., have been growing as a share of tea sales to consumers. For instance, in 1951 this type of promotion represented 3% of total tea sales; by 1955 it had increased to 11%, and should be close to 13% in 1956. Bear in mind that these are minimum figures and do not include such promotions as coupons, premiums, contests, etc.

While it is hard to find fault with a 16% increase, the fact remains that the tea market practically kept pace with total food store sales through 1953 and actually had a better trend in 1954. But, unfortunately, that pace was not maintained, and consequently there is quite a wide variance in these trends in 1955 and 1956. Whereas food store volume was 24% greater in 1955 than in 1951, tea sales were up only 16%. In 1956 the spread became even wider, with food store sales expected to be up 33%, while tea volume will remain at +16%.

Both imports and consumer sales reached all-time highs in 1954, but in our opinion for entirely different reasons. As mentioned before, imports were influenced by rising prices, while in the case of consumer sales, we feel reasonably sure that tea was helped considerably by the increase in the retail price of coffee, which early in 1954 went over the \$1.00 mark.

In the past 15 years, there have been five major changes in the retail price of coffee. Each time, tea sales increased to a modest degree temporarily, but no long-term benefit resulted.

When, late in 1953, coffee prices went over 90 cents a pound and then increased again over the \$1.00 mark in 1954, substantial gains in tea sales were reported, while, conversely, sharp losses occurred in the sales of regular coffee. But again, this was a short-term advantage for tea because as soon as coffee prices went below the \$1.00 mark, tea sales declined and coffee volume increased.

While the tea industry did seem to profit, and perhaps gain some new customers, it was unable to hold this advantage, and I think we can conclude that in the future we cannot count on an adverse coffee price to expand the sale or consumption of tea on a long-term basis.

As most of you probably know, tea bags have been a major factor in any growth of the tea market for a good number of years. As an example, this type of pack has increased from 8.0% of the market in 1940 to 42% in 1951 and an estimated 54% in 1956. Projected sales of tea bags should total 43,000,000 lbs. in 1956, or approximately nine times what they were in 1940.

On the other hand, packaged tea volume has dropped from 57,000,000 lbs. in 1940 to an estimated 38,000,000 in 1956.

As a matter of interest, tea sales since 1950 have increased slightly more during the summer months than in the hot tea season, and approximately 58% of total tea sales now occur during the summertime.

This summertime growth traces entirely to a 52% increase in tea bag sales, but wintertime volume is also up 41% from the base period. Tea bag sales now split 51% in the summer and 49% in the winter.

Packaged tea sales losses traced to both times of the year,

with the loss being somewhat more pronounced during the winter, or hot tea season, where sales were off 11%, as compared with only a 4% decline during the summer or iced tea season. During 1955, 64% of packaged tea sales were made during the summer months.

We have taken total grocery store sales of tea and adjusted them for changes in population, and we have also increased the food store volume by one-third to measure as closely as possible all consumer usage of tea, including that served outside the home—recalling that we estimate food stores to account for 75% of total tea consumed. In doing this, we find that in 1951 about 593 lbs. of tea were consumed by every 1,000 people in the United States, and this has grown to 644 lbs. in 1955, an increase of 9%.

While tea has certainly made some progress on this basis, coffee has done an even better job when considering that in 1951 per capita consumption of coffee was 13.9 lbs. per person, and this increased to 16.8 lbs. in 1955, an increase of 20%.

There is valid evidence that special consumer deals are not the offensive weapon for effectively increasing consumption of tea, and there is a strong possibility that this type of promotion has reached the saturation point, as far as the tea market is concerned.

Special price promotions seem to change brand levels and share of market temporarily, but have little, if any, effect on the volume of the total market. It would appear then that this kind of promotional activity adds few new users and fails to increase usage by regular consumers of tea. Moreover, a situation is created in which each brand is fighting to protect its share of a dull or unchanging market.

Unfortunately, this course of action makes all merchandising and promotional planning of a defensive nature, leaving little additional effort available, at least in sufficient quantities, to improve the brand's franchise and provide a means for normal sales growth. Collectively, under these conditions, it becomes more difficult to direct sufficient industry effort toward the all-important need of increasing the number of tea consumers.

It is conceivable that such promotional efforts can be justified in a market which has reached its maximum full use or potential, such as toilet soaps or packaged laundry soaps, where the market expansion is largely dependent upon population increases, and where a brand's potential sales growth can only be obtained at the expense of other brands. This certainly is not the case as far as the tea industry is concerned.

It is pretty hard for me to believe that a housewife who is not a tea user would be influenced to try tea simply because it is being offered at a reduced price, except under very unusual circumstances. In my opinion, she has to be *sold on the merits of tea*—she has to be *convinced* that she and her family will enjoy tea or derive some benefit from its use. If price were the only consideration, tea would probably be the Number One beverage in the United States, because cost per cup it ranks with the lowest.

An examination of Nielsen data suggests that the market probably suffers from a lack of innovations of the type that have stimulated healthy growth in other food classes. There is little doubt that a substantial part of the growth in coffee consumption during recent years has traced to the development and promotion of the instant coffee products and there are many other product classes where "convenience" items have been responsible for increases in total consumption.

Commodity groups with product innovations have grown substantially, while those with no major changes have shown little progress over the past six years.

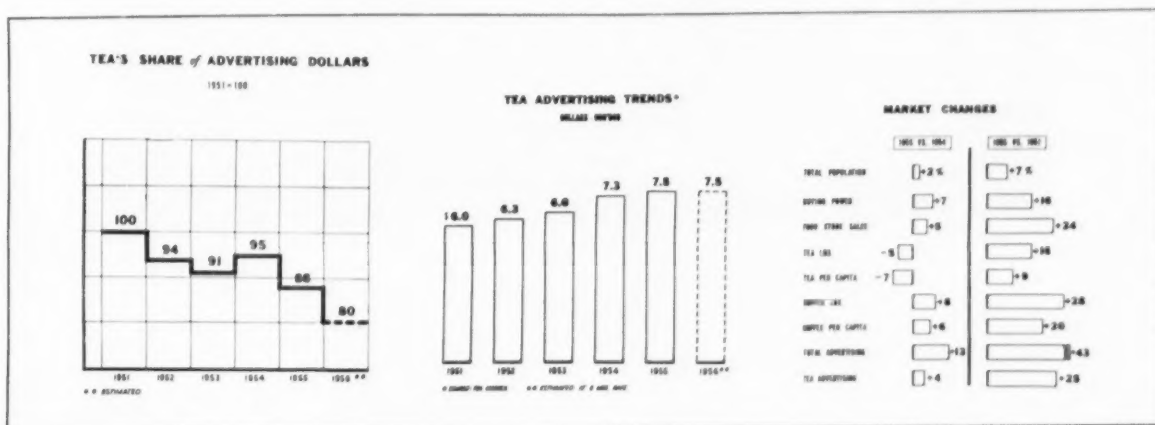
A major product change does not necessarily mean the disappearance of the older product. It is indicated that practically all of the sales of the new product means additional business, as volume on the older product declined only modestly over a six-year period.

The introduction of tea bags served essentially the same purpose as the convenience item today and has, we believe, added greatly to the total sales over the years. Unfortunately, such innovations, depending upon their characteristics, have varying time spans of effectiveness, and since tea bags today account for a major part of the total tea volume, it does not seem that tea bags *alone* will be able to supply the further sales growth which we all desire for the tea market of the future.

Prospects for tea are indeed more favorable than many other products from a long-term growth standpoint, considering the size of the beverage market within which the tea packers compete for consumers. This fact alone justifies maximum effort by the industry and individual packers towards the important goal of bringing in new consumers.

In this respect, then, what has the tea industry done to attract new customers? Well, major media advertising expenditures—these do not include consumer promotions—have been increased from approximately \$6,000,000 in 1951 to \$7,500,000 in 1955, and a like amount is estimated for 1956.

(Continued on page 75)



5 important steps in our service to the Tea Trade



ADDRESS ALL INQUIRIES TO MAIN OFFICE

Old Slip Warehouse, Inc.

37-41 Old Slip, New York 5, N. Y.

WAREHOUSES AT
37-39-41 OLD SLIP

67-69-71-73 FRONT ST.

38-39 SOUTH ST.

Tea-Orama

This Tea Council publicity effort will sell for you all year round

Many members of the Tea Association attended the Tea-Orama, sponsored by the Tea Council of the U.S.A. in honor of the Food Editors Conference, which was held at the Waldorf Astoria in New York City recently.

Robert Smallwood, chairman of the Board of Directors of Thomas J. Lipton, Inc., and chairman of the Tea Council of the U.S.A.; A. Natanagara, consul general of Indonesia; and M. Zahar, economics advisor to the consulate general of Indonesia, were among those who joined the 200 food editors representing major newspapers throughout the country.

The modern trend of entertaining with tea was the pre-dominating theme throughout the Tea-Orama party and exhibit.

The editors also heard a four-member panel discussion on news and views on tea. The panelists were Burns W. Roper, of the Elmo Roper Associates, who discussed "Tea Drinking Habits of the American People"; Dr. Hans Zeisel, director of research, Tea Council of the U.S.A., who spoke on "Health Aspects of Tea"; Amy Vanderbilt, one of America's leading authorities on etiquette, whose subject was, "The New Look in Entertaining with Tea"; and Florence Brobeck, home economist and author of both American and foreign cookbooks, who spoke on "The New Approach to Tea Menus."

The Tea-Orama was unique in presentation and promotion. It was planned in cooperation with 18 companies with allied interests in food. Publicity materials made available to the food editors will supply them with tea features throughout the year.

The publicity package took form in a Tea-Orama Omnibus which included a total of 19 feature stories and 17 photographs. It was mailed to food editors well in advance of the actual event, so that they could plan and schedule tea publicity to coincide with the actual occasion. The publicity releases included background materials in the preparation of both hot and iced tea for the family, as well as for parties.

The basic idea for the Tea-Orama resulted from the "Best Tea Hostess Contest", which was conducted on television during January, 1956, in eight pilot cities. Contestants' entries indicated that tea parties in the sense of "afternoon teas" no longer carried the connotation of delicate and elderly ladies drinking tea in the afternoon. The entries vividly pointed out that tea drinking was very much part of America's economy in party planning, that for every special occasion in a lifetime, from a baby's christening to a golden anniversary, tea is always right. Menu suggestions submitted by the contestants included foods designed especially to appeal to the male appetite.

Several cases in point were exhibited at the Tea-Orama. The "Welcome Neighbor" table represented the trend toward new home ownership among American people



The tea panel at the Tea Council's Tea-Orama. From left: Burns W. Roper, Elmo Roper Associates; Florence Brobeck, Home economist; Lea Kates, director of consumer services for the Tea Council; Amy Vanderbilt, leading authority on etiquette; Dr. Hans Zeisel, Tea Council director of research; Fred Rosen, Fred Rosen Associates, Inc., Tea Council's public relations consultant.

throughout the nation. "Tea Supper" tables were on display, representing both family and neighborly "togetherness". The new swing to entertaining with tea by the man of the house was exhibited in tables entitled, "When the Wife's Away" and "The Stag at Eve".

A list of the tables exhibited best indicates the scope and direction of the Tea-Orama. The tables and the cooperative companies responsible for the displays follows:

Christening—Kleiner's; A Child's Tea Party—Toy Manufacturers of the USA, Inc.; A Graduation Party—Seventeen Magazine; Fourth of July Picnic—Paper Cup and Container Institute, Inc.

Tea for Two—Flintridge China; Engagement Party—Towle Sterling; Shower for the Bride-to-Be—ALCOA Wrap; Wedding Reception at Home—The International Silver Co.; The Bride Pours . . . for Mother-in-Law—Irish Export Promotion Board; Welcome Neighbor—Custom Stainless, by Wallace Silversmiths.

Tea Supper—Vernon Kilns; When the Wife's Away—Vernon Kilns; Baby Shower—Kleiner's; Supper Hour—Contempra House, Division of Towle.

PTA Tea—The Gorham Co.; The Stag at Eve—Westmorland Sterling; 25th Wedding Anniversary—Wallace Sterling; 50th Wedding Anniversary—Vernon Kilns.

With all the information given beforehand to the editor-guests as to what they could expect to see and hear, nevertheless the charm and color of the tables delighted them.

Teas from India, Ceylon and Indonesia were served, along with other foods, from the buffet table. To paraphrase what was said at the "views on tea" panel heard by the guests: "Men, too, enjoy a cup of tea and ask only that both the tea and foods served be hearty."

Both men and women at the Tea-Orama enjoyed their tea "straight", as well as with rum, creme de menthe or orange curacao.

(Continued on page 76)

The new Ehlers tea cartons, made of shimmering Gair-Reynolds Foiline, and printed in a design adaptable to special promotions.



New Ehlers tea carton family

adaptable to special promotions

Albert Ehlers, Inc., Brooklyn, N. Y. has a new family of tea cartons, made of shimmering Gair-Reynolds Foiline, and printed in a design adaptable to a variety of special promotions.

The cartons are produced for Ehlers by the Gair Cartons Division, Piermont, N. Y., of Robert Gair Co., Inc., manufacturer of paperboard and paper products.

The design includes a white band printed across each of the side panels for use in special promotions. The copy on the band can feature special sale offers or describe uses of the product without changing the carton's basic design or

diminishing the impact of its production identification.

The design uses Ehlers' red, white and blue logotype against a background of good Foiline aluminum foil laminated to boxboard by a special process. The number of tea bags in the package is indicated on each panel.

The carton is constructed for easy opening and closing, with a tuck top and a sealed bottom.

Albert Ehlers, Jr., president of the company, says the new carton has helped increase sales of the product.

Standing committees for coming year named by Tea Association Junior Board

Standing committees for the 1956-57 year have been announced by the Junior Board of Directors of the Tea Association of the U.S.A.

William A. Congalton, chairman of the Junior Board, heads the executive committee, which also includes Thomas E. Dannemiller, Norman Langer and Herbert Wolfertz.

On the government tea bids committee are Mr. Wolfertz, chairman, William Hall, Mr. Langer, and Herbert Thomas.

Chairing the projects committee is Mr. Langer, assisted by Max Margolies, Charles Gratale, Reginald Sanger, Bernard Sachs, Robert Gertenbach and Mr. Wolfertz.

Mr. Dannemiller heads up the social committee, which also includes Mr. Thomas, Herman W. Preston, Mr. Langer and John Ryncki.

On the publicity committee are Mr. Sachs, chairman, Mr. Margolies and Larry Kilgore.

Comprising the nominating committee are Mr. Wolfertz, chairman, Mr. Gertenbach, John C. Haigh and Mr. Hall.



Holiday Greetings

and best wishes to

the tea trade for a

prosperous New Year

Japan Tea Exporters' Association

82-1 KITABAN-CHO
SHIZUOKA, JAPAN

Cable Address:
EXPTASSN

a partnership



for profit

By RUSSELL Z. ELLER, Advertising Manager
Sunkist Growers, Inc.

Part 2 of Mr. Eller's report to the 1956 convention of the Tea Association of the U. S. A.

The dramatic developments in U.S. food retailing methods in the last decade have increased the burden which advertising and promotion must carry. The giant markets, the best efforts of market operators notwithstanding, are impersonal neighborhood consumer warehouses. With 4,000 or 5,000 items to choose from, shopping behavior has undergone significant change.

A great deal is said about impulse buying, and most of it is correct. However, these statements fail to recognize that there is a motivation underlying buying impulse. A woman absorbs ideas directly from advertising or individually from a friend whom advertising has reached. This is the real genesis of ideas which spark buying impulses.

Even retailers are performing a limited job of selling in their newspaper advertisements. More and more price listings are being supplemented by ad editorial suggesting uses and recipes. All this the owner used to do in an intimate and friendly way across the counter.

It is in this wholly new environment we find ourselves today. Ideas must now be pre-sold, along with the brands, in the most competitive era the food industry has known. Otherwise products are obscured in the mad scramble for consumer favor.

The job which advertising and promotion must accomplish is clear. Advertising plants ideas of use, and promotion presents the product to the customer. But something else comes first. Neither advertising nor promotion individually or together can put merchandise on retail shelves. A buyer first has to sign an order. Only personal selling can do that.

In the prewar days we sold a brand of tea or Sunkist lemons. Today instead of one thing we sell two:

1. The product; that is, distribution.
2. The advertising and promotion to sell it for the retailer.

We talk about the retailer's self-service wherein they regiment the customer into doing everything except stocking the shelves and checkout. We forget that in the process of this evolution the retailer has relinquished the sales function he once performed for use. Today we must offer him pre-sold merchandise.

We must deliver a package comprised of the product and a bona fide plan to move it past the checkout counter.

The tie-in programs such as ours have a double appeal. Margin and the velocity of movement are two more prerequisites of obtaining distribution and keeping it.

Ours need not take a back seat to any other product or

team of products. The volume is as certain as the season, but it is largely seasonal and seasonal uses must be promoted with vigor on a well conceived and energetically waged plan.

Many of you are familiar with Sunkist advertising and sales facilities. We maintain 50 district sales offices and a staff of merchandising specialists who integrate their efforts with sales but do not sell. They are promotion planners who package the sale of our product and the advertising and promotion into a program. This is what we do jointly with the Tea Council and the individual packers when we join hands in these endeavors.

This concept works. More and more our customers expect us to render this service. By this method we have turned prospects into customers.

So much for the application of sales, advertising and promotion. Let's think of our consumer market. Growth can come in more than one way.

1. Causing present users to use more.
2. Creating new customers.
3. Or a combination of both.

I am certain neither of us will settle for less than the combination, yet realism points to the millions who don't drink tea. That is the biggest potential.

Who are these non-users? And the new users, from whence did they come? How many more are there like them who have yet to be sold?

Today in the U. S. we have a vital new market in the young families formed during and since the war. Our lemon advertising is being beamed at them as strongly as as possible. Based on age of housewife, 35% of our U. S. families are under 35 years old.

The habits of young families are pilable and still formative. We think our future depends on selling these people. The older families are important, too, but our advertising has been exposed to them longer. They will not be ignored. They can read over the shoulders of the younger people. About that time of life, arms aren't long enough for easy reading, anyhow.

In concluding this talk, I would like to refer to the Tea Council—Sunkist Lemon—Domino Sugar promotion this past summer.

In an article I wrote for COFFEE & TEA INDUSTRIES I said: "Five things are necessary to retailer cooperation in our partnership promotion:

- "1. How many of his customers drink iced tea.
- "2. How many iced-tea drinkers use lemon and sugar.
- "3. How much profit there is in a combined sale of all three items.

(Continued on page 76)

Demand for C.T.C. teas growing in U. K.;

attitudes differ among U. S. tea men

"The letters C.T.C. have assumed in production and buying circles a magic which finds reflection in the high prices paid for teas made by a process which involves crushing, tearing and curling the leaf," reports the Tea and Rubber Mail, London.

"It is an additional process to the orthodox manufacture, but it produces a tea that meets the public's requirements—a bright, colory infusion which does not tax the patience of an impatient world. No longer does the consumer have to wait the customary five minutes for the leaf to infuse—pour on the boiling water and the tea is almost ready.

"Appearance has been sacrificed, but the quick brew desired, and fostered by the blenders, is meeting a demand that augurs well for the future upward trend in consumption."

Attitudes toward C.T.C. (Crush-Tear-Curl) teas in the United States are mixed, ranging from acceptance to outright objections based upon keeping qualities.

C.T.C. manufacture is not a recent innovation, the Tea and Rubber Mail recalls. The idea was put into practice by the late Sir William McKercher in 1930 and the resultant teas were disliked by Calcutta, but more favorable reports were received from London, where this type of liquor was required by the blending trade for the U.K. market.

The machine could produce the desired teas, but in practice operators failed in the beginning to master the process. It is an auxiliary process and gives quick oxidation to the leaf, which Sir William McKercher maintained was necessary to produce a better liquor.

The war years and the system of bulk buying curtailed extension of the process in the gardens of Northern India. The process was temporarily eclipsed by the need for full production to meet the world's demands occasioned by the devastation of the Java and Sumatra estates and the temporary shutting off of supplies of teas from China, Formosa and Japan. The return to private purchase with the packer and blender seeking and nosing out the teas that would give those attributes of stability of price and quality to his blend was instrumental in the revival of interest in C.T.C. process.

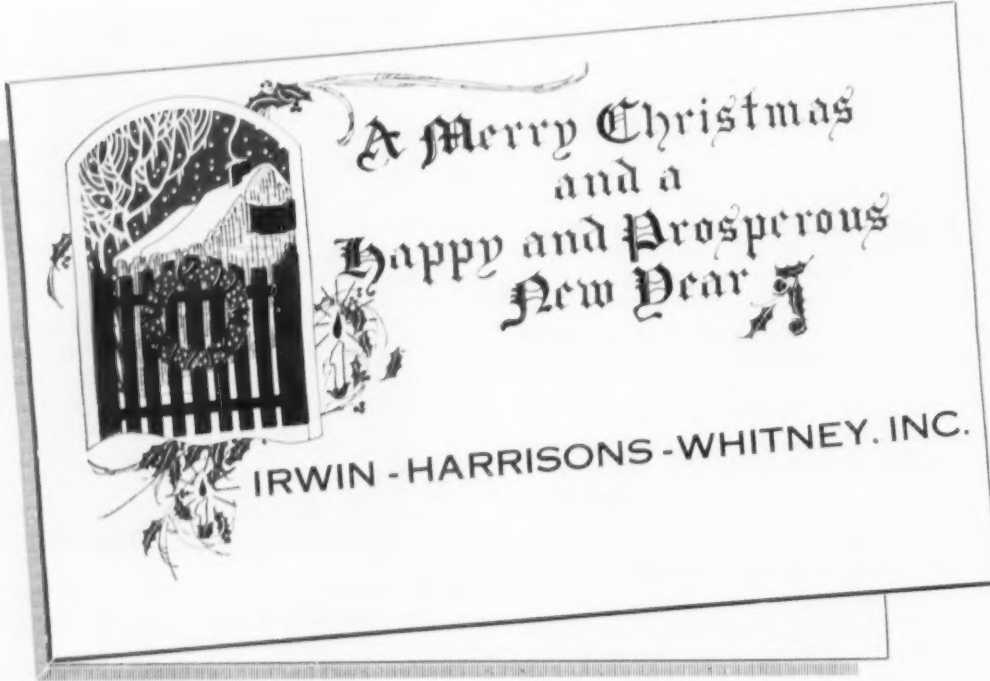
Success in mastering the process has brought handsome price premiums to the tea maker, and demands for these quick-brew teas has found other managements adopting the process.

Basic for success

The basis for success lies in plucking finely. Fiber and stalk stand out in the manufactured teas, and as the extension of the process leads to greater production of these teas, so will the market become more discriminating. There is as yet an unsatiated demand for C.T.C., and it is only "know-how" that is preventing a more rapid adoption of the process, which adds only infinitesimally to the cost of production to a factory well equipped and powered.

To U.K. blenders, C.T.C. teas obviate the need for cutting when packing, an added attraction to that of supplying a blend which the public demands.

Topping the list of averages at the London auctions are C.T.C. teas, while contemporaries in adjoining gardens who have not adopted this process realize decidedly lower prices.



A Merry Christmas
and a
Happy and Prosperous
New Year

IRWIN-HARRISONS-WHITNEY, INC.

IHW
TEA



Members of the new family of red striped silver Foilene cartons used by B. Fischer & Co., Inc., New York City, to package its Astor brand tea bags. The four-color printed design has illustrations of the product in use, handled so that retailers can use the cartons in merchandising displays any season of the year. Made of aluminum foil laminated to boxboard by a special process, the cartons are produced by the Gair Cartons Division, Piermont, N. Y., of the Robert Gair Co., Inc.

New England Tea Trade Club

names Colpitts chairman

John W. Colpitts was elected chairman of the Tea Trade Club of New England at the sixth annual dinner meeting, held at the Ninety-Nine Club, Boston.

J. L. McCormick was named vice chairman, E. Lee Foster secretary and Robert A. Lewis, Jr., treasurer.

Guest speaker was Lieutenant Norman Bouchard, of the

U. S. Coast Guard, who showed two films on the Arctic activities of that service.

He also told the tea men about the beaching of the Italian freighter Etrusco at Scituate in the blizzard last March, and the sinking of the Andria Doria.

Canadian Tea Council steps up

holiday road safety campaign

Widespread acceptance of Tea Council of Canada's Christmas and New Year road safety campaign in the past two years has encouraged the Council to undertake a considerably enlarged program this year.

The Tea Council's 1956 campaign breaks early in December and runs through to January, 1957. It is highlighted by the use of 24-sheet outdoor posters in the 20 major population centers.

These posters, many of them lighted at night, dramatize the slogan "If you drive . . . drink tea."

In addition, the slogan is appearing no fewer than 27 times during this period in 58 newspapers across Canada.

The Tea Council's extensive television flash campaign over 27 stations is also being devoted to road safety during this time. A concentrated radio spot campaign in selected areas is adding further punch to the effort. Attractive window streamers, 9½ by 20 inches), are similar in design to the 24-sheet posters.

The Council anticipates that following the pattern of last year, many service clubs and similar organizations, both civic and commercial, from coast to coast, will be backing this effort to encourage safer driving the festive season.



Greetings
and **Best Wishes**
for **Christmas**
and the **New Year**

HENRY P. THOMSON, INC.
TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

McCormick announces executive promotions

Appointment of James F. Welsh to the position of vice president of McCormick & Co., Inc., has been announced by Charles P. McCormick, board chairman.

Mr. Welsh will also continue his duties as secretary of the corporation.

In addition, Joseph A. Braun, vice president and controller of the Schilling Division, San Francisco, has been elected to the board of directors of the parent organization.

Mr. Welsh, who came to McCormick in 1923, was elected corporate secretary and a member of the board of directors in 1941. He has served as president of the Baltimore Association of Credit Men and is presently a director of the National Association of Credit Men and chairman of the board of governors of Credit Interchange. He is a director of the Better Business Bureau of Baltimore, a member of the American Management Association and the American Society of Corporate Secretaries, and has served on the Standard Salary Board for the State of Maryland.

Mr. Braun, a native Baltimorean, was graduated from the Polytechnic Institute and the University of Baltimore. He became associated with the company in 1943, and was transferred to San Francisco when the Schilling Division was acquired in 1947, serving as controller of this division until 1955, when he was named vice president and controller.

Mr. Braun is a member of the Maryland Association of Certified Public Accountants and the American Institute of Accountants. He is currently serving as a member of the board of directors of the San Francisco Control of the Controller Institute.

Yanko heads promotion for Tea Council

Gerard L. Brant, executive director of the Tea Council of the U. S. A., Inc., has announced the appointment of Steven Yanko as promotion manager.

Previously, Mr. Yanko was with the National Biscuit Co. as assistant advertising and merchandising manager and administrative assistant to vice president of sales, The Barrett Division.

He has had extensive experience in creative writing connected with sales material for all media, in market research, and in the promotion of advertising programs at the field sales level.

Mr. Yanko is a graduate of Rider College and received his Master of Arts degree from New York University.

A British tea convention?

Success of the conventions of the Tea Association of the U. S. A. is reawakening interest in the possibility of a British tea convention.

"Naturally the possibility of holding in Britain a tea convention or a similar function has been considered before, and the pros and cons debated," the Tea and Rubber Mail, London, comments. "But as the need for encouraging the consumption of greater quantities of tea grows and the threat of competition becomes still keener, it is to be hoped that further thought will be given to such a venture."

Historical facts about Indonesian tea

There was some tea in Japan before the Dutch came.

In March, 1628, the United East India Companies of Amsterdam issued an order to plant some tea, but nothing further was heard about this.

The first reported importer of a tea shrub in Java was a Mr. Andreas Cleyer who had lived in Japan from 1682 until 1686.

In 1684 Governor General Camphuys wrote he had some little tea trees in his garden.

In 1829 the first experimental garden, Wanajasa, near Gandasoli, was established.

In 1835 the frigate "Algiers" took the first Java tea to Amsterdam.

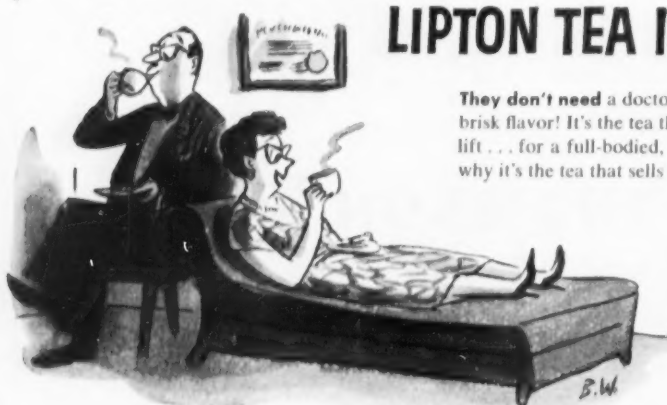
In 1873 the first Assam shrubs were planted in Java. The oldest seed tree from Assam seeds is said to be still in existence on the Gambung estate.

A Mr. Bontekoe who lived in the 17th Century had this to say about tea:

"Tea is a pleasant drink which gives more enjoyment than wine, beer, or similar beverages. It is also a drink which does not corrupt the taste, does not stimulate the lusts, nor cloud the brain. In short, it is a beverage which is not dangerous for the soul or the body."

This statement, coming from a Dutchman—who generally speaking is more partial to something stronger than tea—may sound odd, but there it is.

—Jacobus F. Frank at the Tea Association's 11th annual convention, Wentworth-by-the-Sea, Portsmouth, N. H.



LIPTON TEA Is America's Favorite!

They don't need a doctor to understand Lipton's brisk flavor! It's the tea they turn to for a bracing lift... for a full-bodied, refreshing drink. That's why it's the tea that sells the fastest!



Tea Movement into the United States

(Figures in 1,000 pounds)

	Aug. 1955	Sep. 1955	Oct. 1955	Nov. 1955	Dec. 1955	Year 1955	Jan 1956	Feb. 1956	March 1956	April 1956	May 1956	June 1956	July 1956	Aug. 1956	Sept. 1956	Oct. 1956
Black																
Ceylon	4,136	3,882	4,819	2,503	2,153	38,564	3,906	3,008	5,036	4,954	3,270	3,331	3,530	4,635	3,354	3,880
India	1,416	2,015	3,192	2,217	4,166	36,561	3,537	3,259	3,937	4,264	2,572	1,989	1,566	1,751	1,546	2,988
Formosa	71	138	893	278	571	3,630	265	189	93	60	141	623	413	204	583	646
Africa	462	497	391	290	365	4,575	308	343	378	495	200	384	529	349	232	349
Indonesia	848	862	1,888	1,005	850	13,264	1,499	970	689	1,279	635	1,017	1,242	951	1,436	740
Japan	7	134	326	327	139	1,589	145	134	108	64	36	51	67	103	49	6
Misc.	391	84	181	133	92	4,838	196	123	167	50	248	91	75	126	118	94
Green																
Japan	306	320	121	98	151	1,722	249	40	116	60	82	82	298	978	251	482
Misc.	2	39	56	2	21	150	11	5	29	5	8	10	...	10	43	21
Oolong																
Formosa	21	22	92	18	35	303	18	16	21	6	15	16	13	33	55	37
Canton	9	21	19	12	7	91	5	2	1	2	1	1	2	5	4	16
Sent'd Cntr	9	3	4	13	3	73	8	3	2	7	7	6	3	3	3	9
Mixed	7	35	13	14	4	121	7	7	3	7	12	4	5	9	26	21
TOTALS	7,685	8,052	11,995	6,910	8,557	105,481	10,154	8,104	10,580	11,253	7,227	7,605	7,743	9,157	7,700	9,289

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Tea trade mourns death of Kenneth Davis

The tea trade is mourning the passing of Kenneth Sinclair Davis, who passed away recently after a short illness.

Mr. Davis was born in Saint John, N. B., in 1893. He became associated with the Bank of Nova Scotia, and at the outbreak of World War I, he enlisted with the Signal Corps of the 85th Nova Scotia Highlanders. He served overseas with that battalion until cessation of hostilities.

Shortly after his return to Canada, following duties with the bank in Boston, he joined the Red Rose Tea and Coffee Co. He subsequently became manager of that company's office in Winnipeg, where he spent over 20 years.

Upon retirement, he moved to Vancouver, where he established his own brokerage business.

Mr. Davis is survived by his wife, a son, four sisters and his brother, R. Wesley Davis, who is vice president of the Red Rose Tea and Coffee Co.

Tea bags, mixed spices joined to produce Spice Bag-Ettes

A new way of pickling vegetables, fruits, potted meats, etc., has been announced by the Spice Bag-Ette Co., Detroit, Mich. Spice Bag-Ettes look like tea bags but contain mixed pickle spices to prepare a standard recipe serving six to eight.

An attractive folder with a dozen tested recipes and many hints to make delicious dishes is enclosed in each package of three Spice Bag-Ettes.

Mr. Schandolph presented a small-scale demonstration of the process of tea tasting and blending.

Machine "outserts" leaflets on containers

A revolutionary new way to attach a consumer message to the outside of a product container is now available. An Outsert Applicator has been announced by the Pfaunder Co., Rochester, N. Y.

The latest recipes, product applications, coupons, contest rules—all can be outserted on the package where it

is in plain sight and sure to be taken home by the buyer.

Sales minded people feel that a message on the outside holds a definite edge over messages inserted in containers, or tucked alongside an advertising counter display, the company said.

The outserting job is done quickly and automatically by a machine that will fit right into the production line.

In the past, outserting was limited by the costs of hand operation and the hit-or-miss location of the outfold on the container, which often obliterated brand name and trademark. Many concerns have not been able to use outserts because they could not afford to slow down their production lines.

The Pfaunder Outsert Applicator, Model OA-3MC, is said to solve all of these problems — through quick, economical application of the sales message precisely where it belongs on the package.

The Model OA-3MC accurately attaches outserts at rates up to 220 containers a minute, the company said. Any cylindrical container of glass, metal, plastic or paper, with dimensions ranging from 2 3/8 to 7 1/4 inches in length and 1 1/4 to 6 1/2 inches in outside diameter, can be easily handled by the machine.

Compactness of the unit, requiring only four square feet of floor space, allows it to fit right into the production line, where it works in continuous operations.

High speed carton filler demonstrated

A significant new development in high-speed carton filling and sealing machinery was shown for the first time at the recent Packaging Machinery Manufacturers Exposition.

Designated the Neverstop Model 601-EH, it is a new Stokes & Smith unit which does a complete packaging job—taking folding cartons from a supply, sealing the bottom, filling the cartons and top sealing at a speed of 350 or more cartons per minute.

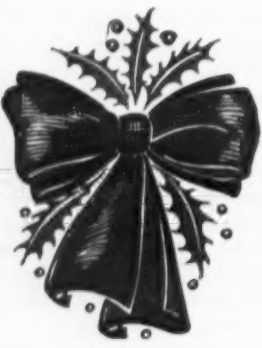
The unit consists of a newly-designed carton feed, a vibratory Roto-Metric feeder, a gluer and a drying conveyor.



Season's Greetings

May the EASTERN
STAR brighten
your path as
you journey
through the
year.

Eastern Tea
CORPORATION
STATEN ISLAND, N. Y.



*Greetings
of the
Season*

from

FREDK. EDWARDS & SONS

120 WALL STREET, NEW YORK

TEAS

MEMBER: TEA ASSOCIATION OF THE U.S.A.

Books

"The Culture and Marketing of Tea," by C. R. Harler, second edition, 263 pages, published by the Oxford University Press, New York City. \$4.00.

Since the first edition of this book was published in 1933, fundamental changes have taken place in every aspect of the tea industry. Mr. Harler points out in his preface to this second edition of a volume which should be part of every tea man's library.

Scientific research has opened the way to the selection and propagation of high-yielding bushes giving quality tea, while the study of the bio-chemistry of the tea leaf has modified the approach to all processes of manufacture.

Mr. Harler, who is a scientist, outlines these developments in detail, but in language understandable to the layman.

The volume is comprehensive. It has six chapters on the tea plant, tea production and the chemistry and pharmacology of tea. It also provides historical background, as well as current material, on tea in the world's producing countries. In addition, it includes a five chapter section on the tea trade and such aspects as tasting, marketing, export and consumption.

Tea

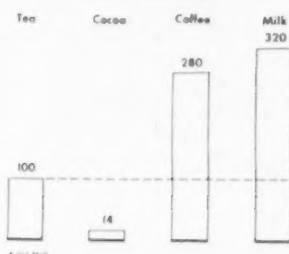
By ROBERT A. UIHLEIN

This poem, which has a masculine point of view on tea, traveled a winding road to this page. The poem appeared in Lipton News, which received it from Arthur Bennet, Hoboken plant manager, who got it from John Stevens, Jr., president of the Marathon Corp., Menasha, Wisconsin, which supplies paper to Lipton. Mr. Uihlein, believe it or not, is vice president of the Schlitz Brewing Co., Milwaukee—or was.

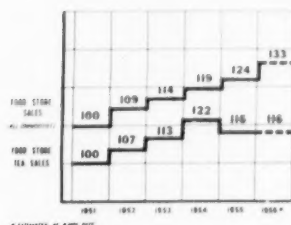
From the faucets of the fountain
and the bottles of the bar
I've tried many fancy gargles,
'most as many as there are,
But the drink that's first and fore-
most if you put it up to me,
Is the scalding can of ashes,
swamp-juice, soot — and tea.
At the take-off of the portage,
when a man is damp with toil,
Heat and deer-flie are forgotten
when the tea comes to a boil.
In the silent winter muskeg,
where the snow has hid the trail,
Strength and hope and courage
wait him
with the bubbling of the pail.
Propped with rocks besides the
rapids,
jabbed into the forest mold,
Smoked and scorched,
ten thousand tea sticks
mark the camp-sites of the bold.
Other drinks may please the
townsman,
due to flirt with now and then,
But, Ye Silent Places witness,
tea' the drink that's drunk
by men.

What's
happening
in the
tea market?

ESTIMATED TEA VOLUME* RELATIONSHIP
IN THE HOME BEVERAGE MARKET
NOTE: TEA CONSUMPTION = 100



MARKET COMPARISONS
1951-1955



(Continued
from page 65)

Although this is an increase of 25% over a five-year period, it is entirely possible, because of rising costs, that we are reaching fewer potential customers today than we were five years ago. Practically all types of media have increased prices during this time. This, in effect, means that we are trying to expand our market with little if any additional advertising support.

To emphasize this point, let's consider the total advertising volume for all consumer products, not only food products but everything that has been advertised during the past five or six years. It was pointed out that tea advertising in total was up 25% over 1951—but all advertising expenditures were up 43% in 1955, and they are expected to be up 55% in 1956. In other words, the rest of the business world is spending proportionally more than we are to attract new or to hold old customers.

This is brought out rather graphically by figures which show that tea's share of all advertising has slipped to an index of 88% in 1955, a 12% decline, and apparently will drop to 80% in 1956, a 20% loss in share of advertising dollars since 1951.

To summarize—the tea market has made some progress on a long-term basis—1955 versus 1951—with pound sales expanding 16%, and an increase of 9% in per capita consumption. However, tea failed to match the 24% increase in food store sales, the 28% gain in coffee volume, and the 20% growth in per capita consumption of coffee. In addition, tea advertising did not keep pace with competition.

While tea sales are expected to match those of 1955, there is no reason why they can't be expanded in 1957.

As you have seen, the tea industry did an excellent job from 1951 through 1954, with a program that added new users and increased usage, but *now* we have to get going again. Our task is formidable, but not insurmountable. We are fighting for the eyes and ears of Mrs. American Housewife, so that we can *show* her and *tell* her the tea

Christmas Greetings and All Good Wishes to the Tea Trade for the New Year



HALL & LOUDON
TEA BROKERS
91 WALL STREET
NEW YORK

MEMBERS, TEA ASSOCIATION OF THE U. S. A.

Season's Greetings



CLEMENT M. HAKIM
TEA IMPORTER

91 Wall Street New York 5, N. Y.

story, in order to get our share of her purchasing dollar, and we have some pretty tough competition in this important battle. It calls for using effectively all the ammunition that we can muster.

No one element of the tea industry can win this battle. A unified, concerted, sustained effort is required by everyone in this business—the Tea Council, the growers, the packers and the distributors.

partnership for profit

(Continued from page 69)

"4. How much customer interest and excitement can be stirred up with combination displays.

"5. How much total advertising pressure is being brought to bear on his customers by the three campaigns.

On all five counts this summer's promotion scores very high. We believe the 1956 cooperative program was our best. We believe it sold tea and lemons.

And more importantly, the program forms another stone in the ever-growing foundation of the tea and lemon market, which is vitally important to both of us.

transformation in Venezuela

(Continued from page 37)

competition, and to contradict the assertion made by Christian Greaves, who some years ago, referring to our agricultural crisis, said in a humorous vein: "There are three ways of going bankrupt in Venezuela: first, to play '5' and '6', this is the quickest; second, women and cars, this is the most pleasant; and third, agriculture, which is the surest."

Tea-Orama

(Continued from page 67)

Yes, the Tea-Orama not only upheld but enhanced tea's traditional high prestige in the food world, a fact which should give added impetus to tea sales; for saleswise, the Tea-Orama resulted in a magnificent publicity job. Tea packers might do well to capitalize on the theme that "tea is just right with hearty foods" at regular family meals, for community entertaining, as well as for all big family celebrations. With such excellent background for building related-item displays, packers should find it easy to arrange for their distributors to follow through with effective promotions.

To advance every conceivable aspect of tea, salesmen or distributors could also add (1) the promotion values of tea, which were brought out by the panel's authoritative remarks on tea statistics, health, etiquette and menu planning; and (2) the generous supply of photographs and stories Tea Council publicity placed with newspaper food editors and scheduled for release right through the year.

Long range publicity such as this is unique and—if put to use—could give new, even more solid support to the whole tea industry.

Heads Philadelphia sales for Reilly

The appointment of William R. Blanchard as general manager for the Greater Philadelphia trading area was announced by William B. Reilly & Co., New Orleans, roasters of Luzianne Coffee.

LOUIS DREYFUS LINES



Servicing

**SOUTH & EAST AFRICA
ALSO MADAGASCAR**

General Agents: SAGUS MARINE CORPORATION

General Freight Agents: TEXAS TRANSPORT & TERMINAL CORP., INC.



**OUTward
DI. 4-4210**

**INward
WH. 3-8330**

Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American Presidents Lines
Arg State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-Wn—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran Colombiana, Ltda.
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—Java-Pacific Line
Lamp-Ho—Lampson & Holt Line, Ltd.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
PTL—Pacific Transport Lines, Inc.
R Neib—Royal Nederland Steamship Co.
Robin—Robin Line
Royal Inter—Royal InterOcean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chm—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gt—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
Va—Vancouver
Wi—Wilmington

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ABIDJAN			
12/18	Del Sol	Delta	N01/3
1/5	Del Oro	Delta	N01/22
ACAJUTLA			
12/10	Telde	UFruit	Cr12/18 Hol2/26 N012/28
12/11	Choluteca	UFruit	Cr12/18 NY12/29
12/24	Leon	UFruit	Cr1/1 Hol1/8 N01/10
12/28	Candida	UFruit	Cr1/3 NY1/10
1/7	Lempa	UFruit	Cr1/15 Hol1/22 N01/24
AMAPALA			
12/15	Telde	UFruit	Cr12/18 Hol2/26 N012/28
12/15	Choluteca	UFruit	Cr12/18 NY12/29
12/29	Leon	UFruit	Cr1/1 Hol1/8 N01/10
12/31	Candida	UFruit	Cr1/3 NY1/10
1/11	Lempa	UFruit	Cr1/15 Hol1/22 N01/24
AMBRIZ			
12/17	Vinkt	B-Afr	NY2/11
12/29	Lubilash	B-Afr	NY1/29
BARRANQUILLA			
12/11	Santa Catalina	Grace	NY12/19 Pal2/22
12/12	August Bollen	Granco	Ba12/20 Pal2/21 NY12/22
12/14	Majorka	Granco	Ba12/21 Pal2/22 NY12/23
12/15	Casablanca	Granco	Ha12/23
12/16	Lovland	UFruit	NY12/22
12/18	Santa Ana	Grace	NY12/26 Ba12/29
12/30	Else Nielsen	UFruit	NY1/5
1/13	Lovland	UFruit	NY1/19
1/27	Else Nielsen	UFruit	NY2/3

SAILS	SHIP	LINE	DUE
BARRIOS			
12/11	Orotava	UFruit	Hol2/15 N012/17
12/12	Catherin Sartori	UFruit	NY12/18
12/15	Marna	UFruit	NY12/22
12/17	Aztec	UFruit	Hol2/21 N012/23
12/24	La Playa	UFruit	Hol2/30 N01/1
12/29	Copan	UFruit	NY1/7
12/31	Orotava	UFruit	Hol1/7 N01/9
1/7	Catherine Sartori	UFruit	NY1/13
1/7	Aztec	UFruit	Hol1/12 N01/14
1/10	Marna	UFruit	NY1/17
1/14	La Playa	UFruit	Hol1/19 N01/21
1/21	Kirsten Torm	UFruit	NY1/28
1/24	Copan	UFruit	NY1/31

SAILS	SHIP	LINE	DUE
BOMA			
1/1	Vinkt	B-Afr	NY2/11
1/13	Lubilash	B-Afr	NY1/29

SAILS	SHIP	LINE	DUE
BUENAVENTURA			
12/10	Rep De Colombia	Granco	Hol2/18 Ga12/20 N012/23
12/12	Santa Fe	Grace	LA12/26 SF12/28 PS1/2
12/12	De Guifo	Granco	Hol2/20 Ba12/21 NY12/22
12/13	High Pt. Victory	Grace	Hol2/26 N01/2
12/15	De Popayan	Grace	NY12/24
12/19	Santa Juana	Granco	LA1/ SF1/5 Val1/13
12/19	De Cali	Grace	LA1/1 PS1/10
12/15	Santa Maragarita	Granco	Pal2/27 Ba12/28 NY12/29
12/20	Magdalen	Granco	Hol1/1 Ga1/3 N01/7
12/24	Santa Barbara	Grace	NY12/31
12/28	Gulf Farmer	Gulf	Hol1/6 N01/9
12/31	Santa Luisa	Grace	NY1/7
12/31	De Bogota	Granco	Hol1/10 Ga1/11 N01/13
1/7	Isabel	Grace	NY1/14

GULF & SOUTH AMERICAN STEAMSHIP COMPANY, INC.

extend

**Season's Greetings
and
Best Wishes
for the
New Year**



Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



**Lloyd
BRASILEIRO**

(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other. LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK
17 Battery Place

NEW ORLEANS
305 Board of Trade Bldg.

SAILS SHIP LINE DUE

CORTES

12/10	Catherin Isabel	UFruit	NY12/18
12/11	Marno	UFruit	NY12/22
12/14	Yucatan	UFruit	N012/18
12/20	Cubahama	UFruit	N012/24
12/26	La Playa	UFruit	Ho12/30 N01/1
12/28	Yucatan	UFruit	N01/1
12/30	Copan	UFruit	NY1/7
1/2	Orotava	UFruit	Ho1/7 N01/9
1/3	Cubahama	UFruit	N01/7
1/5	Catherine Sartori	UFruit	NY1/13
1/8	Marna	UFruit	NY1/17
1/8	Aztec	UFruit	Ho1/12 N01/14
1/10	Yucatan	UFruit	N01/14
1/19	Kirsten Torm	UFruit	NY1/28
1/22	Copan	UFruit	NY1/31

CRISTOBAL

12/19	Telde	UFruit	Ho12/26 N012/28
12/19	Else Nielsen	UFruit	NY12/29
1/2	Leon	UFruit	Ho1/8 N01/10
1/4	Candida	UFruit	NY1/10
1/29	Choluteca	UFruit	NY2/5

DAR es SALAAM

12/16	Afr Rainbow	Farrell	NY1/11
12/21	Reuben Tipton	Lykes	Gulf1/28
1/6	Francois	Dreyfus	NY2/6 N02/17
1/7	Lawak	Nedlloyd	NY2/8 Ba2/11 LA2/26 SF3/1 Po3/5 Se3/9 Va3/11
1/18	Afr Pilot	Farrell	NY2/13
1/22	Kertosono	Nedlloyd	NY2/23 LA3/11 Si3/14 Po3/18 Sa3/22 Va3/24
2/6	Samarinda	Nedlloyd	NY2/10 LA3/26 SF3/29 Po4/2 Se4/6 Va4/8

GUYAQUIL

12/15	Rio Magdalena	Granco	Ho1/1 Gal/3 N01/7
12/16	De Cali	Granco	Pal2/27 Ba12/28 NY12/29
12/26	De Bogota	Granco	Ho1/10 Gal/11 NY1/13

LA GUAIRA

2/11	Rio de La Plata	Arg-State	NY2/16
2/25	Rio Jachal	Arg-State	NY3/2
3/11	Rio Tunuyan	Arg-State	NY3/16

LA LIBERTAD

12/12	Telde	UFruit	Cr12/18 Ho12/26 N012/28
12/12	Choluteca	UFruit	Cr12/18 NY12/29
12/26	Leon	UFruit	Cr1/1 Ho1/8 N01/10
12/29	Candida	UFruit	Cr1/3 NY1/10
1/9	Lempa	UFruit	Cr1/15 Ho1/22 N01/24

LA UNION

12/14	Telde	UFruit	Cr12/18 Ho12/26 N012/28
12/14	Choluteca	UFruit	Cr12/18 NY12/19
12/28	Leon	UFruit	Cr1/1 Ho1/8 N01/10
12/31	Candida	UFruit	Cr1/3 NY1/10
1/11	Lempa	UFruit	Cr1/15 Ho1/22 N01/24

LIMON

12/10	Lempa	UFruit	Ho12/15 N012/17
12/13	Lovland	UFruit	NY12/22
12/20	Choluteca	UFruit	NY12/29
12/20	Telde	UFruit	Ho12/26 N012/28
12/27	Else Nielsen	UFruit	NY1/5
1/2	Catherine Sartori	UFruit	NY1/13
1/3	Leon	UFruit	Ho1/8 N01/10
1/9	Lovland	UFruit	NY1/19
1/16	Kirsten Torm	UFruit	NY1/28
1/23	Else Nielsen	UFruit	NY1/31

LOBITO

12/10	Tabow	Am-WAfr	USA1/15
12/13	Del Sol	Delta	N01/6
12/29	Vinkt	B-Afr	NY2/11
12/30	Tungsha	Am-WAfr	USA2/15
12/30	Del Oro	Delta	N01/24

SAILS	SHIP	LINE	DUE
1/7	Afr Pilgrim	Farrell	NY1/28
1/7	Afr Grove	Farrell	NY2/6
1/9	Lubilash	B-Afr	NY1/29
1/19	Del Rio	Delta	N02/13
1/31	Afr Patriot	Farrell	NY2/21
2/11	Del Monte	Delta	N03/7

LUANDA

12/20	Vinkt	B-Afr	NY2/11
12/24	Del Oro	Delta	N01/24
1/1	Lubilash	B-Afr	NY1/29
1/4	Afr Pilgrim	Farrell	NY1/28
1/4	Afr Grove	Farrell	NY2/6
1/12	Del Rio	Delta	N02/13
1/28	Afr Patriot	Farrell	NY2/21
2/8	Del Monte	Delta	N03/7

MARACAIBO

12/15	Santa Clara	Grace	Ba12/24 NY12/26
12/22	Santa Monica	Grace	Pa12/31

MATADI

12/10	Del Sol	Delta	N01/6
12/10	Lubumbashi	B-Afr	NY12/26
12/28	Del Oro	Delta	N01/24
12/31	Vinkt	B-Afr	NY2/11
1/1	Afr Pilgrim	Farrell	NY1/29
1/1	Afr Grove	Farrell	NY2/6
1/12	Lubilash	B-Afr	NY1/29
1/16	Del Rio	Delta	N02/13
1/25	Afr Patriot	Farrell	NY2/21
2/5	Del Monte	Delta	N03/7

MOMBASA

12/28	Reuben Tipton	Lykes	Gulf1/28
1/4	Francois	Dreyfus	NY2/6 N02/17
1/8	Afr Pilot	Farrell	NY2/13

SAILS	SHIP	LINE	DUE
1/11	Lawak	Nedlloyd	NY2/8 Ba2/11 LA2/26 SF3/1 Po3/5 Se3/9 Va3/11
1/26	Kertosono	Nedlloyd	NY2/23 LA3/11 SF3/14 Po3/18 Se3/22 Va3/24
2/10	Samarinda	Nedlloyd	NY2/10 LA3/26 SF3/29 Po4/2 Se4/6 Va4/8

PARANAGUA

12/10	Mormacmar	Mormac	LA1/5 SF1/8 Val/12 Sel/14 Pol/16
12/12	Mormacreed	Mormac	NY12/31 Bol/4 Pal/6 Bal/8
12/15	Nopal Progress	Nopal	N01/1 Hol/4
12/17	Del Alba	Delta	N01/6 Hol/11
12/17	Mormacowi	Brodin	Bal/5 NY1/7 Bol/9 Pal/11
12/19	Sagoland	Stockard	NY1/7 Bol/9 Pal/12 Bal/14
12/19	Buenos Aires	Lloyd	N01/9 Hol/13
12/21	Uruguay	Mormac	Jal/8 NY1/12 Bol/15 Pal/17 Bal/18 N11/19
12/21	Mormacland	Mormac	LA1/15 SF1/18 Val/22 Sel/24 Pol/26
12/22	Chile	Lloyd	NY1/12
12/23	Mormacstar	Mormac	Bal/12 Pal/14 NY1/15 Bol/18 Hal/20
12/30	Del Mundo	Delta	N01/20 Hol/25
12/31	Mormacpenn	Mormac	NY1/19 Bol/22 Pal/24 Bal/26
12/31	Forestier	PAB	LA1/27 SF1/29 Se2/5 Va2/6 Po2/9
12/31	Nyland	Brodin	Bal/17 NY1/19 Bol/22 Pal/24
1/3	Appingedijk	Hol-int	NY1/22 Bol/24 Pal/26 Bal/27 H11/29
1/5	Holberg	Nopal	N01/27 Hol/31
1/7	America	Lloyd	NY1/27
1/8	Montevideo	Stockard	NY1/27 Bol/30 Pa2/2 Ba2/4
1/14	Del Santos	Delta	N02/3 Ho2/8
1/15	Alpherat	Hol-int	NY2/3 Bo2/5 Pa2/7 Ba2/8 HR2/9
1/21	Panama	Lloyd	N02/10 Ho2/15
1/26	Del Campo	Delta	N02/15 Ho2/20
2/4	Del Viento	Delta	N02/24 Ho2/28

PORTO AMBOIN

12/29	Vinkt	B-Afr	NY2/11
1/10	Lubilash	B-Afr	NY1/29

PUNTARENUS

12/21	Leon	UFruit	Cr1/1 Hol/8 N01/10
12/24	Candida	UFruit	Cr1/3 NY1/10
1/4	Lempa	UFruit	Cr1/15 Hol/22 N01/24

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SANTOS: DELTA LINE, INC.
Rua 15 de Novembre 176-178

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Reidinger, Wickford, R. I.
BALTIMORE—Hinkins Steam-
ship Agency, Inc., Munsey Bldg.

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DETROIT—F. C. MacFarlane,
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17 Battery Place, New York City 4, N. Y.—Phone Dlgby 4-2800
Pier 2, Erie Basin, Brooklyn, N. Y.—Phone MAin 5-3200
Branch Office: Buenos Aires—Avenida Pto. Julio A. Roca-710

SAILS SHIP LINE DUE

RIO de JANEIRO

12/11	Del Aires	Delta	N012/28	Ho1/2
12/13	Ilheos	Brodin	Ba12/28	NY12/30 Bo1/3 Pa1/5
12/13	Paraguai	Lloyd	NY12/27	
12/14	Mormacland	Mormac	LA1/15	SF1/18 Va1/22 Se1/24 Po1/26
12/16	Mormacreed	Mormac	NY12/31	Bo1/4 Pa1/6 Ba1/8
12/19	Nopal Progress	Nopal	N01/1	Ho1/4
12/19	Brazil	Mormac	NY12/31	
12/20	Del Alba	Delta	N01/6	Ho1/11
12/22	Sagoland	Brodin	Ba1/5	NY1/7 Bo1/9 Pa1/11
12/22	Akkumdyk	Hol-Int	NY1/6	Bo1/8 Ba1/10 Ba1/11 HR1/12
12/23	Buenos Aires	Stockard	NY1/7	Bo1/9 Pa1/12 Ba1/14
12/24	Mormacowl	Mormac	Jx1/8	NY1/12 Bo1/15 Pa1/17 Ba1/18 Nf1/19
12/24	Forester	PAB	LA1/27	SF1/29 Se2/5 Va2/6 Po2/9
12/26	Uruguay	Lloyd	N01/9	Ho1/13
12/28	Chile	Lloyd	NY1/12	
12/28	Del Mar	Delta	N01/10	
1/3	Del Mundo	Delta	N01/20	Ho1/25
1/4	Nyland	Brodin	Ba1/17	NY1/19 Bo1/22 Pa1/24
1/4	Mormacpen	Mormac	NY1/19	Bo1/22 Pa1/24 Ba1/26
1/7	Appingedyk	Hol-Int	NY1/22	Bo1/24 Pa1/26 Ba1/27 HR1/29
1/9	Holberg	Nopal	N01/27	Ho1/31
1/9	Argentina	Mormac	NY1/21	
1/12	Montevideo	Stockard	NY1/27	Bo1/30 Pa2/2 Ba2/4
1/12	Del Norte	Delta	N01/25	
1/17	Del Santos	Delta	N02/3	Ho2/8
1/19	Alpherat	Hol-Int	NY2/3	Bo2/5 Pa2/7 Ba2/8 HR2/9
1/24	Bow Hill	IFC	NY2/11	Pa2/13 Ba2/14 Bo2/17 Ha2/18
1/24	Del Sud	Delta	N02/7	
1/26	Panama	Lloyd	N02/10	Ho2/15
1/29	Del Campo	Delta	N02/15	Ho2/20
2/2	Rio de La Plata	Arg-State	NY2/16	
2/7	Del Viento	Delta	N02/25	Ho2/28
2/16	Rio Jachai	Arg-State	NY3/2	
3/2	Rio Tunuyan	Arg-State	NY3/16	

SANTOS

12/10	Del Aires	Delta	N012/28	Ho1/2
12/12	Paraguai	Lloyd	NY12/27	
12/12	Ilheos	Brodin	Ba12/28	NY12/30 Bo1/3 Pa1/5
12/15	Mormacreed	Mormac	NY12/31	Bo1/4 Pa1/6 Ba1/8
12/17	Brazil	Mormac	NY12/31	
12/17	Nopal Progress	Nopal	N01/1	Ho1/4
12/19	Del Alba	Delta	N01/6	Ho1/11
12/19	Mormacland	Mormac	LA1/15	SF1/18 Va1/22 Se1/24 Po1/26
12/21	Sagoland	Brodin	Ba1/5	NY1/7 Bo1/9 Pa1/11
12/21	Buenos Aires	Stockard	NY1/7	Bo1/9 Pa1/12 Ba1/14
12/21	Akkumdyk	Hol-Int	NY1/6	Bo1/8 Pa1/10 Ba1/11 HR1/12
12/22	Mormacowl	Mormac	Jx1/8	NY1/12 Bo1/15 Pa1/17 Ba1/18 Nf1/19
12/25	Uruguay	Lloyd	N01/9	Ho1/13
12/26	Bow Hill	IFC	NY2/11	Pa2/13 Ba2/14 Bo2/17 Ha2/18
12/27	Del Mar	Delta	N01/10	
12/27	Mormacstar	Mormac	Ba1/12	Pa1/14 NY1/15 Bo1/18 Ha1/20
12/27	Chile	Lloyd	NY1/12	
12/29	Forester	PAB	LA1/27	SF1/29 Se2/5 Va2/6 Po2/9
1/2	Del Mundo	Delta	N01/20	Ho1/25
1/3	Mormacpen	Mormac	NY1/19	Bo1/22 Pa1/24 Ba1/26
1/3	Nyland	Brodin	Ba1/17	NY1/19 Bo1/22 Pa1/24
1/5	Appingedyk	Hol-Int	NY1/22	Bo1/24 Pa1/26 Ba1/27 HR1/29
1/7	Holberg	Nopal	N01/27	Ho1/31
1/7	Argentina	Mormac	NY1/21	
1/10	Montevideo	Stockard	NY1/27	Bo1/30 Pa2/2 Ba2/4
1/11	Del Norte	Delta	N01/25	
1/12	America	Lloyd	NY1/27	
1/16	Del Santos	Delta	N02/3	Ho2/8
1/18	Alpherat	Hol-Int	NY2/3	Bo2/5 Pa2/7 Ba2/8 HR2/9
1/23	Del Sud	Delta	N02/7	
1/25	Panama	Lloyd	N02/10	Ho2/15
1/28	Del Campo	Delta	N02/15	Ho2/20
2/1	Rio de La Plata	Arg-State	NY2/16	
2/6	Del Viento	Delta	N02/24	Ho2/28
2/15	Rio Jachai	Arg-State	NY3/2	
3/1	Rio Tunuyan	Arg-State	NY3/16	

TAMATAVE

12/15	Francois	Dreyfus	NY2/6	N02/17
1/18	Charles	Dreyfus	NY2/26	N03/8

TANGA

12/11	Rainbow	Farrell	NY1/11	
12/24	Reuben Tipton	Lykes	Gulf1/28	
1/5	Francois	Dreyfus	NY2/6	N02/17

COFFEE & TEA INDUSTRIES and The Flavor Field

SAILS	SHIP	LINE	DUE
1/10	Lawak	Nedlloyd	NY2/8 Ba2/11 LA2/26 SF3/1 Po3/5 Se3/9 Va3/11
1/13	Afr Pilot	Farrell	NY2/13
1/23	Kertosono	Nedlloyd	NY2/23 LA3/11 SF3/14 Po3/18 Se3/22 Va3/24
2/7	Samarinda	Nedlloyd	NY2/10 LA3/26 SF3/29 Po4/2 Se4/6 Va4/8

VICTORIA

12/13	Del Aires	Delta	N012/28 Ho1/2
12/22	Del Alba	Delta	N01/6 Ho1/11
12/27	Uruguai	Lloyd	N01/9 Ho1/13
1/5	Del Mundo	Delta	N01/20 Ho1/25
1/19	Del Santos	Delta	N02/3 Ho2/8
1/27	Panama	Lloyd	N02/10 Ho2/15
1/31	Del Campo	Delta	N02/15 Ho2/20
2/9	Die Viento	Delta	N02/24 Ho2/28

TEA BERTHS

CALCUTTA

12/10	Steel Surveyor	Isthmian	N01/17
1/10	A steamer	Isthmian	N02/16

COCHIN

12/29	Steel Director	Isthmian	Bo1/22 NY1/23
1/16	Steel Recorder	Isthmian	Bo2/9 NY2/10
1/28	Ames Victory	Isthmian	Bo2/21 NY2/22
2/16	Steel King	Isthmian	Bo3/12 NY3/13

COLOMBO

12/14	Mahseer	Cunard	Bo1/14 NY1/16 Pa1/23 Nf1/26 Ba1/27
12/14	Mahrona	Cunard	Sal/14 N01/19 Ho1/22 Ga1/24
12/15	Steel Surveyor	Isthmian	N01/17
12/20	Olga	Maersk	NY1/20 Ha2/2
12/22	Wonosobo	JavPac	LA2/1 SF2/6 Po2/11 Se2/14 Va2/17
12/27	Steel Director	Isthmian	Bo1/22 NY1/23
1/6	Eidanger	Maersk	NY2/7 Ha2/19
1/14	Steel Recorder	Isthmian	Bo2/9 NY2/10
1/14	A steamer	Isthmian	N02/16
1/20	Lica	Maersk	NY2/18 Ha3/1
1/26	Ames Victory	Isthmian	Bo2/21 NY2/22
2/6	Trein	Maersk	NY3/9 Ha3/21
2/14	Steel King	Isthmian	Bo3/12 NY3/13
2/21	Cornelius	Maersk	NY3/26 Ha4/7
3/6	Leise	Maersk	NY4/6 M14/20

DJAKARTA

12/16	Steel Recorder	Isthmian	Bo2/9 NY2/10
12/18	Lica	Maersk	NY2/7 Ha2/19
12/29	Ames Victory	Isthmian	Bo2/21 NY2/22
1/14	Steel King	Isthmian	Bo3/12 NY3/13
1/18	Trein	Maersk	NY3/9 Ha3/21
2/18	Leise	Maersk	NY4/6 M14/20

DJIBOUTI

12/29	Francois	Dreyfus	NY2/26 N03/8
1/3	Steel Director	Isthmian	Bo1/22 NY1/23
1/21	Steel Recorder	Isthmian	Bo2/9 NY2/10
2/2	Ames Victory	Isthmian	Bo2/21 NY2/22
2/21	Steel King	Isthmian	Bo3/12 NY3/13

HONG KONG

12/13	Pacific	PacTrans	SF1/1 LA1/4
12/18	Nicoline	Maersk	LA1/11 NY1/27
12/18	Korean Bear	PacFar	SF1/3 LA1/8
1/3	Johannes	Maersk	SF1/25 NY2/10
1/17	Japan Bear	PacFar	SF2/2 LA2/7
1/18	Marit	Maersk	LA2/10 NY2/26
2/3	Sally	Maersk	SF2/25 NY3/13
2/18	Jeppesen	Maersk	LA3/11 NY3/27
3/3	Susan	Maersk	SF3/25 NY4/10

KOBE

12/13	Pioneer Minx	Pioneer	NY1/9
12/17	Pacific	PacTrans	SF1/1 LA1/4
12/25	Nicoline	Maersk	LA1/11 NY1/27

DECEMBER, 1956

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... of your mild coffees
to United States markets ... rely on

UNITED FRUIT COMPANY

Steamship Service

Regular Sailings between

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VENEZUELA • TRINIDAD • BRASIL
URUGUAY • ARGENTINA**

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5 BROADWAY

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Meet Chief Mate Robert M. Harper



A small antique store in Oroville, California claims most of Bob Harper's business time ashore. There delicate china and gossamer glass ornaments turn gently in his sturdy sailor hands. And this same expert care shows up at docksides each time Bob supervises the loading of coffee shipments aboard P-A-B.

Put your confidence in the capable hands of P-A-B. Regular schedules on fast C-3 ships between Brazil and the West Coast of the United States.

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BIHEL & CO., AGENTS ALL GULF PORTS

**UNITED STATES NAVIGATION
CO., INC., AGENT**

17 Battery Place, N. Y. 4 Bowling Green 9-6000

SAILS	SHIP	LINE	DUE
1/9	Johannes	Maersk	SF1/25 NY2/10
1/24	Marit	Maersk	LA2/10 NY2/26
2/9	Sally	Maersk	SF2/25 NY3/13
2/22	Jeppesen	Maersk	LA3/11 NY3/27
3/9	Susan	Maersk	SF3/25 NY4/10

SHIMIZU

12/11	Chastine	Maersk	SF12/26 NY1/10
12/15	Pioneer Minx	Pioneer	NY1/9
12/19	Pacific	PacTrans	SF1/1 LA1/4
12/27	Nicoline	Maersk	LA1/11 NY1/27
1/11	Johannes	Maersk	SF1/25 NY2/10
1/26	Marit	Maersk	LA2/10 NY2/26
2/11	Sally	Maersk	SF2/25 NY3/13
2/24	Jeppesen	Maersk	LA3/11 NY3/27
3/11	Susan	Maersk	SF3/25 NY4/10

YOKOHAMA

12/15	Chastine	Maersk	SF12/25 NY1/10
12/17	Pioneer Minx	Pioneer	NY1/9
12/21	Pacific	PacTrans	SF1/1 LA1/4
12/31	Nicoline	Maersk	LA1/11 NY1/27
1/15	Johannes	Maersk	SF1/25 NY2/10
1/31	Marit	Maersk	L A2/10 NY2/26
2/15	Sally	Maersk	SF2/25 NY3/13
2/28	Jeppesen	Maersk	LA3/11 NY3/27
3/15	Susan	Maersk	SF3/25 NY4/10

* Accepts freight for New York, with transshipment at Cristobal, C. Z.

NCA Advertising Liaison Committee

formed to cooperate with PACB

At the invitation of the Pan-American Coffee Bureau, the National Coffee Association has formed a special Advertising Liaison Committee so that the Bureau may have "the benefit of the experienced counsel and advice of the United States roaster industry represented by the association."

This committee supersedes the Technical Advertising Council, which was dissolved last year.

The new committee will consist of Donald Cady, vice president of The Nestle Co., and Carl Ruby, vice president of the Beech Nut-Life Saver Co. John F. McKiernan, NCA president, will act as chairman.

New coffee measure has short handle

The Coffee Brewing Institute is now producing a standard coffee measure with a new, short handle.

The short-handled measure, which packs more easily into bags or tins, now costs less—\$10 per thousand as against the former price of \$15.

The measure can be imprinted or embossed with brand names for a slight additional charge.

COFFEE

Where you want . . . when you want it . . .

★ Your coffee arrives in perfect condition via Argentine State Line . . . just 13 days from Santos, 12 from Rio to our modern terminal, Pier 25, North River, New York.

★ Fast modern freighters plus 3 new passenger liners serve the East Coast of South America . . . immaculate holds, skilled handling by experienced crews eliminate damage or flavor contamination.

ARGENTINE STATE LINE

Boyd, Weir and Sewell Inc., General Agents
24 State St., New York 4, BO 9-5660

**Folger TV "spot" typifies trend
to new approach in commercials**

Television commercials have now been developed in some instances, to a minor art form which compares with and sometimes surpasses the content of the TV show itself.

Reason for this is that advertisers have learned that the television commercial is a public expression of the sponsor's personality and the character of his product. Although a mediocre program is to be deplored, viewers are inclined to put the blame on the producer or the network. Not so with the commercial. If it happens to be a bore or in bad taste, the accusing finger points directly at the sponsor himself.

Because of this, commercials featuring a pitchman who shouted "Hey you!" or the jingle orchestrated for a one-man-band are fast disappearing. A whole new production concept of taste, approach and presentation is replacing them—the "spectacular" type TV commercial.

For example, take the Folger's coffee commercial currently going the round of the nation's TV stations. Into this brief 20 seconds of air time, more preparation, talent and production effort have been expended than were put into an entire half-hour program a few years ago.

The Folger commercial opens with stylized drawings of musical instruments moving in animation to a four-note musical background. The musical background then swells to a concert quality, sustained for 12 bars, while a can of coffee and a "live" gloved hand holding a cup of coffee are shown on the screen. A short commercial is read against this—and that's all.

It took the combined efforts of 57 creative people actually to produce this commercial. Many are big entertainment "names." For instance, the music was arranged by Eric Siday, the British composer who has written countless jingles, as well as a violin concerto which was performed by the NBC Symphony. The commercial arrangement actually is a musical development of the four notes of the Westminster Abbey chime that comes just before the hour is struck. Siday used this music because of its nostalgic quality as well as the "homey" feeling the sound of a chime seems to evoke.

To record Siday's music, Folger's commissioned Gus Haenschen, one of the best-known directors, conductors and composers in the business, who originally hailed from St. Louis. Haenschen used an 18 piece orchestra, adding up to more musicians than bars of music, for the recording session.

The girl at the other end of the elegantly gloved hand holding the cup of coffee in the commercial is yet another top-ranking participant, Powers model Linda Rose. She also models stockings, fashions and shoes. Besides this, she does live TV commercials on camera, poses for illustrators.

The production crew included two creative directors, two art directors, one motion picture director, five men in the camera crew, one still cameraman, 23 animators (they made 2,880 of those little drawings for the moving notes), two film editors, plus the composer, musical director, and the eighteen musicians.

The commercial was in production for approximately 12 weeks. Sarra, Inc., photographed the live action portion, Brice Mack of ERA Productions, Hollywood, did the animation.

**Sol Cafe to market coffee
flavors in "squeeze" tubes**

The Sol Cafe Manufacturing Corp., Jamaica, N. Y., soon will be marketing coffee flavors in "squeeze" tubes, Ernest G. Deutsch, president, has revealed.

To utilize the tubes, Sol Cafe will produce the coffee flavors in jelly or paste form. In so doing, the coffee processing company will be following practices which have been in existence in Europe for a number of years. In several countries there, various flavors, in addition to coffee, are made up in paste or jelly concentrates for the baking and confectionery industries.

"Packing a paste or jelly concentrate in tubes is a very practical and stable method for both production and storage," Mr. Deutsch stated. "It also presents an easy method for use by the baker or confectioner."

"In the first place, it is a simple matter to squeeze the proper amount of concentrate out of a tube into a measure. Then, with the tube recapped, no air replaces the used portion, which means that there is less danger of deterioration of the remainder. Also, it is easy to store used or unopened tubes on a shelf, and if a tube should fall off, there is no problem of breakage."

Tubes of Sol Cafe coffee flavorings probably will come in eight ounce and one and five pound sizes, Mr. Deutsch explained.

The tube concentrates will also be available in the various regional blend and roast preferences in which Sol Cafe manufactures its other liquid and frozen concentrates and instant powdered coffee.



ship your coffee
via **Grancolombiana**

from COLOMBIA • ECUADOR • EL SALVADOR
GUATEMALA • CUBA • MEXICO
to ALL COASTS
of the U.S. and Canada

General Agents

Transportadora Grancolombiana, Ltda.

New York
52 Wall Street

Chicago
208 South La Salle Street

Detroit
1355 Book Building

Agents

New Orleans and Houston: Texas Transport & Terminal Co., Inc.

Philadelphia: Levine Shipping Co.

Los Angeles: Transmarine Navigation Corp.

San Francisco: Balfour, Guthrie & Co., Ltd.

Montreal: Robert Reford Co., Ltd.

Boston: Boston Shipping Corp.

Baltimore: Penn-Maryland S.S. Corp.

FLOTA MERCANTE
Grancolombiana



Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Brazil	Supply—1st of Month Others	Total
1954							
December	1,068	975	1,122	2,097	1,035	532	1,567
1955							
January	1,416	605	871	1,476	738	446	1,184
February	1,144	411	874	1,285	567	425	992
March	1,390	434	1,027	1,461	194	541	735
April	1,193	540	650	1,190	425	381	806
May	1,715	585	1,159	1,744	533	422	955
June	1,372	331	984	1,315	272	406	678
July	1,580	739	894	1,632	728	362	1,090
August	1,360	579	745	1,324	484	330	814
September	1,490	731	775	1,506	543	349	892
October	1,894	1,063	824	1,887	1,024	213	1,237
November	2,048	1,017	996	2,013	1,129	303	1,432
December	2,115	842	1,007	1,849	878	222	1,100
1956							
January	1,516	738	905	1,643	780	571	1,351
February	1,894	828	977	1,805	880	445	1,325
March	2,329	1,126	1,226	2,352	1,192	421	1,613
April	1,558	860	716	1,576	822	456	1,278
May	1,336	622	694	1,316	695	586	1,281
June	1,810	866	837	1,703	930	543	1,473
July	1,883	957	828	1,785	1,060	599	1,659
August	1,441	729	809	1,538	970	582	1,552
September	1,802	912	718	1,630	998	574	1,572
October	1,424	804	655	1,459	916	654	1,570

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

Royal Cup adds spices, extracts

to coffee and tea line in South

Royal Cup, Inc., now in its 60th year as coffee and tea roasters and blenders, is bringing a new food industry to Birmingham.

William E. Smith, president of the company, said the expansion program, costing between \$50,000 and \$75,000, will add spices, extracts and food coloring.

"Two years of research went into our plans to introduce a complete line of spices, extracts and food coloring," Mr. Smith said. "We will distribute all over the South."

A large portion of the second floor of the company's plant in Birmingham has been remodeled for the new department.

The company's new food coloring process is said to be the only operation of its kind in the South.

The name of the company was recently changed from the Batterton Coffee Co. to Royal Cup, Inc.

Boscul Instant Coffee offers

free-ounce bonus in big drive

Heavy advertising on radio and TV, and in newspapers supported Boscul's campaign for a free ounce of instant coffee in every six-ounce jar sold for the price of a five-ounce one.

The campaign, running for four weeks, covered an area from Hagerstown, Md., to Vineland, N. J., and Harrisburg, Pa.

"This campaign marks the largest radio saturation in Scull's 125-year history," said Joseph Scheckelhoff, advertising manager.

Theme of the ad is "free coffee for breakfast a whole week for two," with a saving of 25¢ for every jar bought. Chain stores support and cooperation, already recognized by an increase in orders to more than three times the usual amount, even before the ad had been heard or seen, according to Don Peterson, sales manager.

SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

COSMOPOLITAN SHIPPING COMPANY, INC.

General Agents

42 Broadway

New York 4, N. Y.

Serving The Coffee, Tea & Spice Trade For Many Years

Brookhattan Trucking Co., Inc.

57 FRONT ST.

NEW YORK 4, N. Y.

BOWling Green 9-0780

Import, Export and Bonded Trucking

Riverfront Warehouses

Bowne Morton's Stores, Inc.

611 SMITH ST.

BROOKLYN, N. Y.

MAIn 5-4680

N. Y. Phone: BOWling Green 9-0780

Free And Bonded Warehouses

trends in coffee cans, bags

White Swan Coffee joins trend toward brighter cans

In line with a trend away from conservative labels and toward brighter, more attractive coffee cans, the White Swan Coffee Co., Dallas, recently changed the appearance of its White Swan Coffee can.

The one-pound vacuum-packed cans supplied by the American Can Co. includes lithographed tops highlighting the White Swan Coffee Co.'s observance of its golden anniversary.

An intensive promotional campaign is underway, including direct mail, outdoor board advertising, radio, newspaper and television. The advertising is featuring the 50th anniversary of the coffee company.

An ad slogan has been developed, centering on the new look for the White Swan Coffee can. The slogan is: "Flavor so grand in the bright new can."

The coffee is distributed in supermarkets, grocery and other outlets in Texas, Oklahoma and New Mexico. Expansion is being planned for new markets.



White Swan's bright new coffee can.

New kraft-acetate-glassine laminate for coffee bags



The first two brands to use the Lamowhite coffee bag are Battle House and Kell's Hotel Blend. The Lamowhite package is a new product of the Shellmar-Betner Division of the Continental Can Co.

A new package for ground or whole bean coffee, the Lamowhite coffee bag, has been developed by the Shell-

mar-Betner Flexible Packaging Division of the Continental Can Co.

Lamowhite is made of unembossed white kraft stock laminated to clear acetate and lined with two sheets of amber glassine (Lamofilm liner), plus wax.

This Lamofilm liner provides complete moisture-vapor protection and full flexibility, it was explained. It can be bent around a form on the bag machine totaling a stress and strain of 360° (180° in one direction at bag edge and 180° in opposite direction at bag tuck). The two amber glassine sheets making up the Lamofilm liner are joined together by means of a special laminate using wax, resin and petrolatum. Heat seal of the liner is accomplished simply by the addition of Shellmar-Betner's patented Thermoseal Band.

Ground coffee can be packed in a size CL-1 Lamowhite bag. Whole bean coffee can be packed in a size Long CL-1 Lamowhite bag, equipped with steel ties and packed by hand.

Packaging machines such as Benco, Tempo Vane, Fry and Consolidated can all handle Lamowhite bags on a regular high-speed basis.

20 years of progress

(Continued from page 9)

When World War II closed the European market, which in 1938-39 had taken 43% of the world's coffee exports, PACB acted to avert the crises that threatened the producing countries by calling the Third Pan-American Coffee Conference. This opened in New York in June, 1940, and was attended by representatives of 14 Latin American republics plus an observer from the United States government. The Conference recommended to producing countries certain steps to meet the situation. These were developed at governmental level and resulted in the Inter-American Coffee Quota Agreement. Under this agreement, each Latin American country was assigned a quota for the coffee it might export to the United States.

The war brought important changes in the Bureau's program. Rationing of coffee took place from November, 1942, through July 29, 1943. The war years also saw price control, rationing of sugar, shortages of cream, and many other problems. To meet this situation, the Bureau switched from an aggressive selling campaign to one that emphasized the enjoyment of coffee properly brewed.

An important phase of this work continues today—on new and higher levels—in the program of the Coffee Brewing Institute. Founded in 1952, CBI is financed by the Bureau but functions under the joint jurisdiction of the Bureau and the National Coffee Association.

With the end of the war in sight, the Fourth Pan-American Coffee Conference was held in Mexico City in 1945 to discuss postwar promotional plans for the Bureau. When the war finally ended, PACB returned to a peacetime basis and to its assignment of increasing the consumption of coffee.

The next important date in the history of the Bureau was the Extraordinary Pan-American Coffee Conference held in New York in May, 1948. At this meeting, the bag assessment rate supporting coffee promotion was upped to ten cents. Also, during this meeting a new constitution and organizational set-up was adopted, reflecting the advancement and growth of the Bureau during its first 11 years.

The Bureau's policies are now established by a board of directors, composed of one delegate from each member country, which meets once a year to receive the annual report of activities and to approve the budget and plans for the coming fiscal year.

Day-to-day operations of the Bureau are guided by an executive committee designated annually by the board. This committee elects from its own membership a president, first vice president and second vice president.

During the present fiscal year of 1956-57, the executive committee is composed of the following: Vito Sa, representative of the Brazilian Coffee Institute, president; Andres Uribe, representative of the National Federation of Coffee Growers of Colombia, first vice president; and Carlos Cordero d'Aubuisson, representative of the Coffee Growers Association of El Salvador, who also represents the other eight member countries, second vice president.

Committee alternates are: Manuel Proto, representative of the National Coffee Commission of Mexico, first alternate; Marcos Uscovich, representative of Ecuador's Ministry of Economy, second alternate; and Dr. Enrique

Lopez-Herrarte, representative of the Guatemalan Central Coffee Office, third alternate.

Under the new constitution, the Bureau's staff consists of a manager, assistant manager, secretary, consultant and four specialized departments devoted to advertising, public relations, consumer services and market research.

Until recent years, market research in the coffee industry had been seriously inadequate, and before World War II, even basic economic facts about coffee drinking were lacking. It was not until 1949 that more adequate marketing information was secured and made available to the industry. An important "first" took place in 1950, when the first edition of its annual coffee drinking surveys was published by PACB. Today these studies and many others provide the concrete facts on coffee drinking habits of the U. S. consumers on which promotional programs can be based.

Promotion of coffee in Canada began in 1953, and a public relations program, now well established, is supported by an assessment of ten cents on each bag of green coffee imported or transhipped into that country from Bureau member countries. Some Canadian advertising was carried on during the summer of 1956, and it is planned that this will be expanded as rapidly as possible.

As the Pan-American Coffee Bureau begins its third decade of service to producers, to the U.S. coffee industry and to consumers, its program has changed in details and has broadened in scope from that of ten or 20 years ago.

In purpose, however, the Bureau's role remains unchanged: to give industrywide promotion to one of the world's most important commodities—a commodity which is both the favorite beverage of millions of United States and Canadian consumers and the economic livelihood of millions of Latin Americans.

two decades of coffee promotion

(Continued from page 60)

favorite beverage. The market research facilities of the Bureau, have, however, provided new information within the past year as to how this theme can best be developed. Motivational research undertaken by the Bureau has had an effect not only on its own advertising but on the thinking of advertising and merchandising persons throughout the industry.

One of the recommendations which came out of the motivational study is that coffee needs to be rediscovered, that new uses and new ways of serving coffee need to be advertised to the consumer. With the help and co-operation of many coffee companies, this was done during the past summer in the promotion of different kinds of iced coffee, and a similar approach will be used this winter to popularize different ways of serving hot coffee.

Market research by the Bureau indicates that coffee consumption in the United States can be increased during the next generation by at least as much as the increase which has taken place since 1936.

To accomplish this, however, will require aggressive and positive advertising and merchandising by individual coffee companies against the backdrop of industrywide promotion of the kind which the Bureau has carried on for the past 20 years.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

flavor solvents

By EARL MERWIN, Givaudan Flavors, Inc.

Part 2 — Conclusion

This article is from The Givaudan Flavorist, house organ of Givaudan Flavors, Inc.

Edibility

All of our solvents meet the safety factor as far as edibility is concerned. Ethyl alcohol is completely metabolized by the human body in low concentrations, and has the same caloric value as sugar. Foods containing 1/2% alcohol are considered to be nonalcoholic and indeed a freshly pressed fruit juice may contain as much. Glycerine is also easily digested. Edible fats and oils used in foods yield 10 to 14% glycerine, which is assimilated as such. Extensive tests have shown that glycerine is both harmless and nutritious with approximately the same caloric value as carbohydrates.¹ Propylene glycol has also been carefully checked and was found to have a very low systemic toxicity and is admitted as a permissible solvent for medicinal and pharmaceutical preparations. The vegetable oils used as flavor solvents are, of course, highly refined grades of natural food products.

Cost

The cost of a solvent is complex and involves its solvent power as well as its cost per pint or pound. On a volume basis, tax paid alcohol is the most expensive material as a purchased item, with glycerine, propylene glycol and vegetable oils following in order of decreasing price.

Even though alcohol is now an inexpensive chemical, when used in our economy it is a very expensive product, considering the tax which costs more than the product, the capital and the labor which are tied up in the maze known as drawback. For a given amount of solvent power propylene glycol and soy bean oil are slightly cheaper than alcohol and glycerine is slightly more expensive.

Solvent power

Alcohol will dissolve all of the volatile aromatic flavor ingredients in sufficient quantity to enable concentrated flavors to be prepared. Esters, aldehydes, ketones, organic

acids and most terpenes are soluble in alcohol. Only the relatively flavorless waxes and old, polymerized oils are insoluble in alcohol and this is often a blessing rather than a handicap. Propylene glycol is not as strong a solvent for most aromatic chemicals and essential oils as is alcohol. It has practically no solvent power for essential oils with high terpene content, such as orange or lemon oil, or for oleoresins. It usually requires two to three times as much propylene glycol as alcohol to dissolve a given amount of a flavomatic.

The solvent power of glycerine is of the same order as that of propylene glycol or 70% alcohol. Vegetable oils are good solvents for essential oils, liquid esters, aldehydes and ketones. Propylene glycol, glycerine and vegetable oils generally require heating to obtain solution of such flavomatics as vanillin, heliotropin and maltol because the high viscosity of the solvent prevents wetting of the crystals so necessary before solution. The situation often arises whereby a solution is formed which is supersaturated at storage or shipping temperatures, resulting eventually in crystallization and a corresponding imbalance of flavor. Vegetable oils differ from alcohol, glycerine and propylene glycol in that they are insoluble in water or products containing water. Natural gums are used as emulsifying agents in producing emulsions of flavomatics with water as the continuous phase. These hydrophylic colloids have been the means of achieving the dispersion of many flavors which would otherwise be quite unmanageable and enable flavor manufacturers to combine water-soluble certified food colors and flavomatics in concentrated form, homogeneously mixed with oil-soluble flavomatics.

Preservative properties

Alcohol, glycerine and propylene glycol exert a preservative action. In the absence of either of the other solvents mentioned, alcohol is an effective preservative at concentrations of 14% by volume and higher concentrations. 70% alcohol has the greatest disinfecting power; 30 times as strong as a 60% solution, 40 times as strong as an 80% solution.² Propylene glycol and glycerine are effective preservatives at 20% concentrations by volume. Since the gums are plant products, their solu-

tions or gels must be preserved against fermentation and mold growths.

Flavor

At one time, only alcohol which was produced and purified from grain was sufficiently free from off flavor for use as a flavor solvent—especially for house-hold and true fruit extracts. Today however, alcohol from other sources is equally acceptable. Glycerine's sweet taste is compatible with many flavors and can actually add to its value as a flavor solvent. Its sweetness is rated at 55 to 75% that of sucrose, depending upon the concentration.³ Synthetic glycerine is now available commercially which is as acceptable as the "natural."

The taste of propylene glycol is not known to all flavor users and we feel that many times a flavor is rejected when actually it is the taste of too high a concentration of propylene glycol in the product. Propylene glycol's taste has been described variously as bitter, metallic and acrid, and a considerable variation can be noticed on the sensitivity of various people to its taste. Although the chemical composition and the physical constants of various lots of propylene glycol may remain constant, its flavor may be found to vary from drum to drum. All refined grades of vegetable oils, even when treated with acceptable antioxidants, tend to become rancid with age or as a result of processing conditions. In some food products this can impart an objectionable flavor to the finished product. Natural gums are available in sufficiently refined grades to prevent the addition of any unpleasant flavor. Alcohol, glycerine and propylene glycol are as stable flavorwise as they are chemically. The flavor of alcohol was apparently so well liked by some members of our Armed Forces in the last "big" war, that the demand for lemon and vanilla extracts exceeded the Quartermaster's expectations. Attempts to use nonalcoholic solvents for these flavors met with protests from more than the boys who were forced to switch to after-shave-lotion, because the flavors of the solvents chosen assorted themselves in the finished food. Federal regulations limit the practical use of alcohol as a flavor solvent to the smallest amount necessary to maintain a true solution.

Propylene glycol, glycerine and vegetable oils have been gleaned from the list of possible flavor solvents partly of necessity and partly as the result of a systematic search for high boiling solvents to reduce the loss of the volatile flavomatics during processing and storage of dry mixes.

Just as the war precipitated the acceptance of propylene glycol as a solvent, so did it give an added impetus to the search for and perfection of dry powdered "solvents" or diluents which had been begun years before. Here the flavor manufacturers took the bull by the horns and, initially basing their efforts on the primitive vanilla sugar

processes, eventually came up independently with combinations of edible materials (such as gelatine, sorbitol, sucrose, dextrose, gum tragacanth, gum acacia, gum karaya, and carboxymethyl cellulose) in which they can thoroughly disperse flavomatics. Being nonvolatile, these solvents are the ultimate in high boiling, fixative solvents which serve to minimize flavor losses and provide the maximum efficiency of flavomatics.

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Cocoa bean use up in second quarter

The Association of Cocoa and Chocolate Manufacturers of the United States has announced that the usage of cocoa beans by its responding members for the second quarter of 1956 amounted to 105,081,347 pounds. This figure represents an increase of 23% over the corresponding quarter of 1955.

Since it is estimated that the members of the association who reported this period represent about 88% of the total grindings for the U.S.A., Clive C. Day, president of the association, figures the total grindings for the industry at 119,300,000 pounds.

This compares with 94,400,000 pounds for the second quarter of 1955, and 115,900,000 pounds for the same period of 1954.


Cream in coffee is big money to dairy farmers in the U. S.

The cream in your coffee represents an annual income of up to \$336,000,000 for U. S. dairy farmers and is one of the largest uses for butterfat in the country.

A report published by the Pan-American Coffee Bureau reveals that coffee drinkers use from 230,000,000 to 350,000,000 gallons of dairy products in their favorite brew every year. A little more than 45% of this is milk, another 40% is light cream, 4% is heavy cream and 11% is evaporated or condensed milk.

In terms of butterfat, the dairy products used in coffee amount to from 20% to 30% of that used in the production of butter, and approaches the total quantity used in the manufacture of ice cream and frozen desserts.

Charles G. Lindsay, PACB manager, commented that "it is most gratifying that the popularity of the major agricultural product of Latin America is providing such a large market for another agricultural product in the United States, especially a product so important to the prosperity and health of this country as milk and cream."



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2020 Greenwood Ave., Evanston, Ill.
FACTORY: ROTHSGILD, WISCONSIN

ASTA goes old New England

Promotion of spice sales in the United States took another step forward last month when the American Spice Trade Association played host at its annual dinner for food editors.

Effectiveness of the event was readily apparent in the days that followed, in spice material appearing in newspaper food columns and in food programs on the air. Less visible but no less effective will be the heightened awareness of spices and the greater receptivity of spice material among the food editors in the year ahead, it was pointed out.

For the 1956 event, one of the most interesting bits of America's picturesque past—back country New England during the years immediately following the Revolutionary War—was brought to life with an "Old New England Dinner," at the Ambassador Hotel. Food, theme and mood were based on the era of history symbolized by Old Sturbridge Village, the little 18th century town that has been recreated in southeastern Massachusetts.

Guests stepped a century and a half back into the days of Salem rockers and Hitchcock chairs as they entered the hotel's Grand Ballroom. Shocks of colorful Indian corn, pumpkins, gourds, bright dried marigolds, cornflowers, bachelors' buttons and sheaves of lavender and branches of vivid oak, chestnut and maple leaves helped set an autumn scene of early New England. The air was fragrant with the scent of bayberry candles, which lighted the walls and tables in true colonial style, and with the aroma of the spicy, savory foods synonymous with the hospitality of the period.

Each dish on the menu was based on an authentic recipe used by housewives of inland New England during the 18th and early 19th century. Roast suckling pig, seasoned with pepper, thyme and other spices, and replete with small red apple and a necklace of cranberries, was the main dish, served flambé.

Vegetable accompaniments for the suckling pig were broccoli with butternut sauce and herbed potato puffs. Typical Yankee relishes included spiced cranberry catsup, mustard pickle relish, spiced apple wedges and sliced cucumber and onion pickles. Before dinner, the spice trade hosts offered such appetizers as dill codfish balls, nippy cheese straws, corn oyster cocktail fritters and spicy ham canapes. New England vegetable soup, adapted from an old recipe used in the Worcester, Mass., region, had a basis of beef stock rosily tinted with tomatoes and accented with basil and savory. Inch-long shreds of raw potatoes, turnips and carrots added the surprise element of crispness to the texture.

In keeping with the New England tradition of serving more than one sweet to finish a meal, there were two desserts—Indian pudding, crusty, bubbly and redolent of cinnamon and ginger, and spiced blueberry pie.

Between courses Bilil Bonyun, bewhiskered Yankee minstrel, strummed his guitar and sang old-time "spicy" ballads.

Spices and herbs played a surprisingly important role



T. Bernard Jones, president of the American Spice Trade Association, takes a lesson in herb crushing 18th century style from Mrs. Esther Ricker, colonial cookery expert of Old Sturbridge Village, Massachusetts. The occasion was the spice trade's Old New England Dinner for food writers at New York's Hotel Ambassador.

in the cooking and life of rural New England in the late 18th and early 19th centuries.

In many ways, the thrifty Yankees made even greater use of these fragrant products than we do today—despite the fact that most spices were comparatively high in price.

The kitchens of the little homes in Old Sturbridge Village tell a poignant story. Life for the rural homemakers of that day was far from easy. Large families were the rule, and appetites, whetted by long days in the fields, were prodigious. In her badly lighted kitchen with her crude cooking equipment, the homemaker had to turn out what must have seemed like an endless chain of meals. Many times the family had to eat in shifts and then it was customary for any respectable home to have a pot constantly on the fire against the chance visit of a traveller.

Along with the hardships of space and utensils, the country women also battled a constant problem of poor food and lack of refrigeration. Meat was usually on the touchy side, poultry was scarce, and most vegetables were only available when their own gardens were in season.

Facing these hardships, the Yankee women became avid users of an amazing array of spices and herbs. It was not uncommon to find a kitchen spice cabinet with as many as 17 different compartments, indicating that as many spices and herbs were in common use.

These New England women were also good gardeners, and most of them grew a fine variety of herbs. Sage, marjoram, thyme, rosemary and basil were all well known to them, and they often had items like rue, lovage and pennyroyal, not often seen today.

The modern homemaker can learn much from these

resourceful women of the past. We no longer have many of the reasons that they had for using spices and herbs, but the problem of giving food variety will always be with us. Today's women have a different kind of challenge in the kitchen—that of making good food taste even better—and a skillful hand with seasoning is as much the answer as it was 150 years ago.

At a press conference which preceded the dinner, a panel of experts described various details of life in Old New England. The panel included Frank O. Spinney, director of Old Sturbridge Village; Miss Catherine Fennelly, historian; Mrs. Esther Ricker, demonstrating hostess, and James Keeney, public relations director of the village. T. Bernard Jones, president of American Spice Trade Association acted as moderator.

All the recipes at the dinner were based on actual dishes served in Old New England. Each recipe was tested and adjusted to modern ingredients by the spice trade's test kitchen.

Self-measuring coffee container offered as solution to consistent brewing ratio

A self-measuring container which will eliminate random measuring methods by the housewife when she makes coffee is offered by the United States Metered Container Corp., New York City.

The company says the container is the answer to accuracy in measuring, one of the steps emphasized by the Coffee Brewing Institute for preparing a cup of good coffee.

The invention of 29-year old Stan Silver, this simple metering device offers extreme accuracy from the first pour to the last, impetus toward brand loyalty and "convenience packaging," the company claims.

The container is recommended for supermarket brands now packaged in paper bags as an answer to the private brand manufacturer's search for a new merchandising approach.

A folding box with foil or plastic lamination costing just a few cents more than a conventional bag could solve the housewife's coffee-measuring problem and in turn, convert her exclusively to the use of the coffee for which her container is metered, it was explained.

"Instead of loading the usual paper bag, the consumer could fill the self-measuring box with her freshly ground coffee," a spokesman for the company said. "With the lamination guarding against the seepage of coffee oils, a container such as this would serve as a semi-permanent

canister bearing the advertiser's message. Inasmuch as the measurements would be determined for a specific brand, there is considerable reason to assume that brand loyalty would be encouraged."

When the canister is completely empty, the housewife could make her usual purchase in the usual paper bag and load it into the metered container at home, it was pointed out. It is customary, in any event, for housewives to empty the contents of the bag into a canister, the company said. Now the paperboard container serves as a dispenser from which predetermined amounts are poured, and one pour for each cup served should insure a correct ratio every time.

The United States Metered Container Corp. suggests to the manufacturers of free-flowing, granular-type soluble coffee that instead of the traditional glass jar, looking like every other jar on the shelf, the coffee could be packaged in a dispensable metalized polystyrene metered container. This could be made to look as attractive as a fine tooled silver canister, the firm said, would meter out the perfect rounded teaspoonful every time, and yet would cost only a few cents more than a glass jar.

It is possible for this non-refillable container to be manufactured by any plastic molder and it could be filled on conventional filling machinery, it was explained. The company declared it was logical that soluble coffee, a convenience item, should be packaged in a convenience container.

The United States Metered Container Corp. is an industrial design and licensing firm, interested in adapting the metering principle to the needs of manufacturers.

Fischel heads Cocoa Exchange

Alwyn N. Fischel, vice president of the A. C. Israel Commodity Co., Inc., has been reelected president of the New York Cocoa Exchange.

Walter L. Perkins, assistant manager of the New York office of the Curacao Trading Co., Inc. was elected vice president of the Cocoa Exchange and will succeed Julian Hemphill, who is retiring to serve as a member of the board.

William J. Kibbe, of Snyder & Wheeler, was reelected Treasurer.

VANILLA BEANS



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PHILADELPHIA PA.

VANILLA BEANS

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B. C. IRELAND, INC.

AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

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San Francisco Samplings

By MARK M. HALL

■ ■ The coffee market, according to green men at the time of this writing, is dull, and this is confirmed also by the roasters. Often the green man will complain about business when the roaster is not buying merely because of recent heavy purchases. However the roaster finds, that possibly due to extremely heavy sales in September, retail stores are not buying much now. The price of green coffee took a dip in the latter part of that month, and with lower roaster prices, looked like a time to buy for retailers. There is the belief that the high price of retail coffee is having its effect on the consumer, at least on the top favorites of vacuum-packed coffee. With a wholesale list of \$1.07 and carload prices at \$1.04, coffee at retail should be selling well above \$1.00—which it is not, in many stores.

It is to be noted that this time the public seems to have been slower in its reaction to the high price of coffee than it was during the period of the first steep rise in prices. It is not that the public is drinking much less coffee, but there is shift to bag and the lower priced vacuum packs. It is anticipated that these high wholesale prices will not hold, and some believe that next year will see lower green and roast prices, with the greatest decline in milds. This latter would seem logical, because the milds had the greatest rise. While some will make this guess on lower prices, many in this area take the attitude that anything can happen.

While Colombians took a dip in November, due to the fluctuations of the Colombian peso and the fear of devaluation, yet they recovered part of their losses, and December or immediate shipment prices are holding up well. It is

reported that stocks in Colombia are low, but warehouse holdings in New York are large.

Stocks of coffees in the warehouses of San Francisco are considered low for this time of the year. At the beginning of the dock strike in New York, there seemed to be no visible effect on the price of coffee. There is a belief that if a general shooting war grew out of the trouble in the Mideast, the price of coffee would go up as a result of transportation shortages which would follow.

■ ■ Imports of coffee to the Pacific Coast for 1956 are below 1953 but ahead of 1954-55, for the first eight months of the year. Los Angeles and Portland have made steady advances since 1953; San Francisco is below 1953 but ahead of 1954-55. Imports into San Francisco in 1956 for the eight months were 1,570,608 bags, and in 1955, 1,383,812 bags.

■ ■ George Witt, of the National Tea Packing Co., Inc., was the guest speaker at the last meeting of the Western States Tea Association. He gave an account of the recent tea convention and outlined the promotion and advertising that lies ahead for the industry. He seemed particularly interested in the new tea dispenser, which will serve hot or iced tea at will.

WSTA has planned its Christmas party for December 20th. It has been from season to season a hang-up affair, and draws a large group of the local tea men. It was figured that 2:30 p.m. instead of noon would allow the boys to carry on their celebration until it was too late to go back to the office, but allow time to pull themselves together to face their wives at dinner. Every man gets a Christmas present, and the group tries to make them appropriate. Jack Sassard is in charge of the entertainment.

■ ■ The Brazil Maru unloaded a cargo of coffee beans here last month, inaugurating a direct service from coffee-growing ports of South America to the coffee-roasting port of San Francisco. The 10,000 ton cargo-liner, owned by Japan's O-S-K Line, is currently plying a triangular trade route.

■ ■ Anderson Clayton & Co., has acquired a substantial interest in Aristizabal & Cia, Ltda., and affiliated companies, among which is J. M. Lopez & Cia, Ltda.

Anderson Clayton & Co., whose head office is at Houston, Texas, has been engaged in the export of green coffee from Brazil and Central America for some time.

A. Aristizabal & Cia, Ltda., whose head office is located at Cali, Colombia, has long been a leading exporter of Colombian green coffee.

The Colombian firm, its management and its staff will continue to operate under the same policies as heretofore, and Don Adolfo Aristizabal will continue as president.

■ ■ D. Rae TeRoller was elected president of Manning's Inc., at a special meeting of the board of directors in San Francisco, home office of the 50-year old western restaurant, coffee and bakery firm.



D. Rae TeRoller

The following also were elected: E. M. Manning, Jr., formerly vice president, named vice president and general manager.
(Continued on page 93)

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New York News

■ ■ The Ufinindo International Corp. announces that the African green coffee department has been placed under the management of Paul P. Ashley.

Mr. Ashley has been with Ufinindo since 1950, in charge of various commodities, such as cocoa beans and powder, essential oils and other products handled by this worldwide organization.

Mr. Pierre Clinet of the Etablissements Jean Abile-Gal of Abidjan, has just arrived from Paris, and is now assistant to Mr. Ashley in the handling of coffee and cocoa beans.

The Etablissements Jean Abile-Gal, one of the largest shippers in the Ivory Coast, are now represented exclusively by Ufinindo for all their coffee and cocoa shipped to the U. S.

Ufinindo is also selling Ethiopian coffees for their affiliated company in Addis Abeba, Societe Commerciale France-Ethiopie, as well as Madagascar coffees.

■ ■ Laerte Rosato, of Mercantile Atlantica Ltd., Santos coffee exporters, is visiting this country to attend the NCA convention.

■ ■ Greene Trading Company, Inc., has applied for membership in the Green Coffee Association.

Heading the firm's green coffee department is Deryck C. Jones, wellknown in the trade. Mr. Jones was formerly associated with John Holt & Co., Inc., and Knight, Smith & Co.

Greene Trading is the New York agent for Mitchell Cotts & Co. (Red Sea) Ltd., Ethiopia, exporters of Djimma coffees.

The firm also handles coffees from British East Africa and Madagascar and expects to include other African growths in the near future.

Also up for membership in the Green Coffee Association are Angus Mackey Brokerage Corp., Imperial Commodities Corp. and The Benham Import Corp.

Benham Import is headed by Frank A. Close. The firm operates as shippers' agents.

■ ■ Mr. Carl Borchsenius, president, Carl Borchsenius Co., Inc., is on a trip, visiting the coffee-producing countries in Africa.

■ ■ P. John Hanrahan, Inc., freight brokers, custom brokers and weighers, moved their offices to 26 Broadway.

■ ■ The Green Coffee Bowling League is rolling right along. As of November 15, three teams were deadlocked for first place — Aronco, F. W. Ehrhard and Southern Cross. They paced the pack with twelve points each. In a four-way deadlock, one point behind were the Bendiks, Argentine, A. C. Israel and Nathor keggers. East Asiatic with ten points, Byrne, Delay with eight points and Hard & Rand with seven points round out the League.

High Team Game (net) is Southern Cross' 847. Southern Cross' 2467 is tops for High Team Series (net). High individual games have been rolled by G. David and J. Filush. Each scored 225. W. Van Wie's 570 is tops as high individual series score. H. Winsch of A. C. Israel has the top average, among the regulars, for the season. He's rolled 154 for 12 games.

Chicago

By HARRY T. LANE

■ ■ Alex McNaughton has been appointed Chicago representative of the Dobbeleer Co.

■ ■ Walter Katsoff, of the Superior Tea and Coffee Co., is flying to Sao Paulo after the coffee convention. He expects to stay a week or ten days. He has planned this trip as a combined business and pleasure trip.

■ ■ A testimonial dinner was held at the Union League Club in honor of J. F. McLennan. Mr. McLennan is retiring from the Moore-McCormack Lines, for which he was the Chicago manager for over 17 years. Mr. K. C. Tripp is succeeding Mr. McLennan as resident manager.

■ ■ The Chicago Coffee Club held its 32nd annual stag dinner at the Skyline Club. There were 87 members in attendance.

■ ■ Restaurant Food Buyers, Inc., has purchased a warehouse at 4255 West 43rd Street, Chicago, from the Robinson Steel Warehouse Co. The building will enable them to utilize 21,700 square feet.

Southern California

By VICTOR J. CAIN

■ ■ George McAvoy of J. Aron & Co. Inc., New York, was recently in Los Angeles to call on his many friends in the Southern California area. He was accompanied by J. Clarence Levy of the J. Aron, San Francisco office.

■ ■ Mrs. Barbara Johnson, wife of Norman Johnson, of E. A. Johnson & Co., San Francisco, recently made a hurried trip to Los Angeles, to be with her father who was having an operation performed in the St. Vincent Hospital.

■ ■ George Smith, well known as an outstanding man throughout the country, and recently associated with the Green Glen Coffee Co., San Francisco, has accepted the position of coffee buyer at Smart & Final, Iris Co., of Los Angeles.

■ ■ Tom Halpin, of Certified Grocer of California, Ltd., just made a trip up to Twin Falls, Idaho.

■ ■ Roy Farmer, President of Farmer Bros. Co., recently took off on a whirlwind trip via Scandinavian Air Service to Europe. While in Europe, Roy visited with acquaintances in Belgium, whom he has known since his World War II days. After leaving Europe, Roy visited Portugal, and from there, flew to Brazil, where he spent several days visiting in Rio De Janeiro, Sao Paulo and Santos. Thence—to Lima, Peru and back to good old U.S.A. From all reports, he had a most enjoyable trip.

■ ■ Moore-McCormack Lines, Inc., recently made the announcement of the acquisition of the South American Service of Pope & Talbot Inc., known to most of us in the coffee trade as the Pacific-Argentine-Brazil line. From the information received, the line will still operate under the same name.

■ ■ Irving Manning recently resigned his position as coffee buyer with Smart & Final Iris Co., to accept a position with S & W Fine Foods Co., of San Francisco, in the same capacity.

■ ■ We were sorry to hear that Edward Appfel's father, Mr. Louis Appfel, recently passed away.

■ ■ Mr. & Mrs. Andrew Moseley have recently spent several weeks vacationing down in our Southern California desert.

■ ■ Edith and Oster Johnson, of E. A. Johnson & Co., recently came to Los Angeles for a short stay.

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New Orleans Notes

By W. McKENNON

■ ■ Members of the trade in this area who attended the Southern Coffee Roasters Association meeting at the Seminole Hotel in Jacksonville, Florida, included James Reiley, Wm. B. Reiley Co.; Tom Buckley, Buckley and Forstall; Charles Dorsa, Felix Vaccaro & Co.; Max Zander, Leon Israel and Co., Inc.; Albert Schaafl, Stewart, Carnal & Co., Ltd.; Charles Chauviere, W. D. Roussel & Co.; John Dreyfous, Ed J. Ganuchau and Wm. G. Madray, J. Aron & Co., Inc.; Albert Barrientos, Brazil Sales Agency; Norman Saurage and Roy D'Abadie, Community Coffee Co., Baton Rouge.

A number of the coffee men accepted the invitation to see the Florida-Auburn football game in Gainesville, following the meeting.

■ ■ The Delta Line held a reception at International House in November to introduce the new consul general of Brazil, Sylvio Ribeiro de Carvalho, to the coffee and shipping fraternity of New Orleans.

■ ■ Mr. and Mrs. Tom Pressyman, Paxton & Gallagher Co., Omaha, were recent visitors here, prior to a cruise of the Caribbean.

■ ■ Jean Abile-Gal, of Establishment Jean Abile-Gal, Paris and Abidjan, Ivory Coast, Africa, was a recent visitor in New Orleans, where he made his headquarters at the offices of David A. Kattan.

■ ■ Albert J. Breaux, Jr., of H. L. C. Bendiks, Inc., New Orleans, is away from the office calling on the trade in the interior.

■ ■ Mark S. Walters has been made a member of the New Orleans Board of Trade, with C. H. D'Antonio & Co.

■ ■ Mr. and Mrs. Antonio Kattan have returned to their home in Honduras after a business and pleasure trip to New Orleans, where they visited their son, David A. Kattan.

■ ■ Larry Guern, of the Lykes Brothers Steamship Co., Inc., was guest speaker at Loyola University on the economics of the American merchant marine.

■ ■ Mr. and Mrs. Laz Aron have returned from a trip to France, Spain and Morocco. They visited Alain Leroux, of Chicory Leroux, in Orchies, France, whose account is handled here by Mr. Aron's Commercial Import Co.

■ ■ L. W. Snow, sales manager of the American Coffee Co., has returned from a business trip through the Southwest.

■ ■ W. C. Englishbee, of Ruffner, McDowell & Burch, Inc., New Orleans, has returned from a business trip to Brazil.

■ ■ The Louisiana Department of Commerce and Industry has started a "choice for tourists" program at the International Trade Mart.

Miss Dorothy B. Strain, a representative of the department, said free coffee will be served at the Trade Mart to people who come to the department's offices there. She stated the event will begin the new program under which tourists will be served free Louisiana coffee at the department's five Tourist Welcome and Information centers, established along the Louisiana major highways.

Present at the opening ceremonies were Austin O'Brien, president of the Green Coffee Association, Curt Siegelin, executive director of the department, and Betty Jo Reagan, Miss New Orleans of 1956.

Miss Strain stated the program is one of several which are being instituted to draw tourists to Louisiana, which she referred to as the No. 1 coffee-consuming state in the country and the No. 2 coffee port in the world.

■ ■ James S. Levy was on a business trip in the interests of his firm, J. Aron & Co., Inc., during the past month.

■ ■ Mr. and Mrs. Joseph Cassel, owners of Plantations de Lushasha, Kivu, Belgian Congo, spent some time in New Orleans on their way west to visit friends.

■ ■ Tom Buckley visited Miami on business before returning to New Orleans from the Southern Coffee Association meeting in Jacksonville.

■ ■ Martin Farrelly Gillen, 61, retired vice president of Thomas J. Lipton, Inc., died last month at the home of his daughter, Mrs. Valery J. St. Germain, in New Orleans.

Funeral services were held at the Jacob Schoen & Son funeral home, with religious services at St. James Major Church. Interment was in Greenwood cemetery.

After 26 years with Lipton, Mr. Gillen retired in 1948. He was vice president in charge of sales, and had worked in New Orleans most of his career. After his retirement from Lipton, he owned and operated the Martin Distributing Co. in Baton Rouge. He resided at App Villa Farms, in Greensburg, Louisiana.

Mr. Gillen was a member of several Baton Rouge civic organizations, including the Knights of Columbus.

Survivors include his widow, the former Vivian Wilson; one daughter, Mrs. St. Germain; two sisters, Mrs. Gertrude App and Mrs. Mamie Crowley; and three grandchildren.

■ ■ Wilmer Hayward, chairman of the board of the Delta Line, and president of the Standard Export Lumber Co., and Mrs. Hayward, returned aboard the Del Mar from a business and pleasure trip to Latin American countries.

Vancouver

By R. J. FRITH

■ ■ Henry Schmidt, who multiplied production and sales when he took over the direction of the coffee department of Nabob Food Products, Vancouver, has been appointed general manager of this pioneer tea and coffee company, since expanded to include extracts, jelly powders and spices. Mr. Schmidt is very well known to the coffee trade. Chicago is his old home town.

In the Vancouver company, he is succeeded by Ken Wiggins, who becomes manager of the firm's coffee department. Toby Cook, recently elected vice president of the Canadian Tea and Coffee Association, continues as manager of the tea department.

■ ■ R. J. Bob McCance, formerly with the Blue Ribbon Tea and Coffee Co., now runs things for the tea and coffee division of Harrisons & Crossfield, in Vancouver. He succeeds William Robinson, who left that firm's Vancouver office to go to the Hudson's Bay Co., whose Fort Garry Tea and Coffee is very well known in the Canadian West.

■ ■ Ken Davis, who died in Vancouver recently was with Red Rose Tea and Coffee at their Winnipeg office for some years. He was on a visit to business friends in the Vancouver division when he passed on, the result of an untimely heart attack, it is believed.

■ ■ Mr. and Mrs. Charles Mack, of Los Angeles, stopped over in Vancouver in the course of a fishing trip, long enough to renew old friendships. The Macks both had a lot of luck fishing in inland waters off the east coast of Vancouver Island, where the fish are good customers in season for almost any bait or lure.

■ ■ John Neuman, of San Francisco and New Orleans, a son of Big John Neuman of Santos, visited old friends in Seattle and Vancouver. He is with the Hard & Rand organization, like his father.

■ ■ Mr. and Mrs. Charles Nonemacher, of the Jewel Tea Co., Chicago, were also among late fall visitors to Vancouver. They both like the Pacific Coast, and hope to visit in the same territory, again.

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San Francisco

(Continued from page 91)

ager; J. Marty Brill, formerly northern California district manager, now vice president; and C. E. Gordon, reelected secretary-treasurer.

Mr. TeRoller succeeds, as president, the late E. M. Manning, Sr., who with his brother, W. W. Manning, was co-founder of the business. Mr. TeRoller started with the company in 1914 in Seattle, and has been vice president and general manager since 1930.

Manning's began Pacific Coast operations in 1907 with a small coffee and tea shop in the Pike Place Public Market, Seattle. Today, the business comprises a chain of 34 "coffee cafes" in 14 Pacific Coast cities and Denver, Colo.; 150 bakery stores in major Pacific Coast markets; and a large-scale coffee business, including distribution of Manning's Coffee, vacuum-packed, through more than 5,000 grocery stores in the far West and Hawaii. A wholly owned subsidiary, the Manning's Coffee Co., operates the latter division.

■ ■ John Siegfried has retired from Irwin-Harrisons-Whitney, Inc., but not entirely. He could not do that. Paul Ahrens will handle all the business of the office, except when he makes his annual trip to Japan for the tea buying season. Then John will handle things in his absence. John has been with the company for many years, having spent 18 of them in Japan. At one time he was president of WSTA, and has been a prominent figure in all its activities. His friends are all glad that he will maintain his association in their group. Now John can spend more time fishing.

■ ■ Carl H. Bartlett, well known in the chain store grocery business for the past 31 years, has joined the Schilling division of McCormick & Co., Inc., as vice president in charge of chain store sales.

For 27 years of his business career, Mr. Bartlett was associated with the Safeway Store organization. For six years prior to his new affiliation, he was division manager of the Northern California division of Safeway. He also served formerly as division manager of the Portland and Phoenix divisions and as zone manager of the Dallas division.

Mr. Bartlett has also been elected to the board of directors of the Schilling division. He works out of the Schilling division in San Francisco.

A graduate of Missouri Wesleyan College, Mr. Bartlett is married and resides in Hillsborough. He is a member of the California Golf Club.

■ ■ Tom O'Rourke, of the Aldine Paper Co., New York City, was out on the Coast last month, and while in San Francisco spent some time with Ed Spillane. Accompanied by his wife, Stephanie, the trip was more in the nature of a vacation. Tom is well known on the Coast and locally. At one time he was in the tea department of Standard Brands and was a member of WSTA in the early days. At the last tea convention, he was chairman. Tom handled the entertainment for several years, and did such a good job that they moved him up to handle the whole affair.

■ ■ After Miller Riddle, of Lipton, returned from his trip to the Hawaiian Islands, his doctor told him that he had better stay home and rest until the first of the year. Miller has had some trouble with his ticker, but tea men all look for him back on the job next year.

■ ■ Tom Moss, plant manager at Lipton, took a trip last month into the Southwest, including Arizona and New Mexico. Both he and his wife are color-picture fans, and they are artists at it. In fact, they vie with each other for superiority, but that does not strain the family relations. Added to this, Tom is an avid gardener who cultivates beautiful flowers.

■ ■ Bill Hughes, of Haas Bros., was in South America again.

■ ■ Robert Cook, of the Cook Tea and Coffee Co., Salt Lake City, spent a few days last month up and down California Street, meeting old friends in the coffee business, among whom was Harry Maxwell.

■ ■ Pope & Talbot held its annual dinner and theater party at the Hotel Bellevue last month. A cocktail party was followed by a banquet and then the play, "The Damn Yankees," at the Curran Theater. John Stein and George Moran were among the hosts at the party. It is one of the outstanding events in the social life of coffee men in San Francisco.

■ ■ John Sherman, head of the coffee department of the A. C. Israel Commodity Co., New York City, was a recent visitor. While here he spent some time with his friend, Weldon Emigh.

■ ■ Bob Powell, of E. A. Johnson & Co., recently returned from a trip to Central America and Mexico. He said that the quality of the crop looks good, with the quantity ample. In Ecuador, harvesting was over with the crop considerably larger than last year. High export duties are plaguing the producers.

■ ■ William J. Rowe retired October 31st as manager of the Coffee department of S&W Fine Foods, a position he has held for the past 20 years.

Mr. Rowe's long career in the coffee business also included management of the coffee departments of the Alexander-Balart Co., San Francisco, Keystone in San Jose, and the former Ben-Hur Coffee Co. in Los Angeles.

He was a director of the Pacific Coast Coffee Association for five years and a member of the Southern California Coffee Roasters Association.

Bill looks forward to leisure time on the golf links—his favorite pastime—and gardening and general handwork on the acreage at his Atherton, California home.

Coffee shops booming in South Korea

Koreans with a new yearning for coffee are consuming more than 5,000 lbs. a day in over 500 coffee shops in Seoul alone.

Yet Korea produces no coffee and officially none has been imported since 1950.

The black market, however, never has been without supplies and always has matched the rapidly growing demand.

Almost unknown before 1945, coffee has become one of the most used items in the Koreans' diet next to kimchi (pickled cabbage) and rice.

The total number of coffee shops in South Korea is conservatively estimated at 1,300.

Business is so good that to find an empty chair in a coffee shop is as difficult as to climb aboard the over-crowded street cars during the rush hours. More and more houses are being converted into coffee shops.

Only half a dozen coffee shops existed in Seoul before the Korean war. These provided a soothing atmosphere, quiet and comforting music, and roomy chairs for intellec-

tuals who discussed literature and poetry over a leisurely cup.

The war brought tax-free black market coffee. Shop owners doubled their seating capacity and replaced symphony music with jazz records.

"Coffee for a Crowd" quantity brewing pamphlet for laymen published by CBI

"Coffee for a Crowd," a pamphlet which features four methods that the layman can use in preparing the beverage for large groups, is being distributed by CBI to roasters, social, civic and religious organizations, as well as to the press and national women's magazines.

In addition to detailing directions for brewing coffee in an old-fashioned coffee pot, in a kettle, in a drip pot and in a conventional urn, the folder devotes considerable space to the care and cleaning of equipment and to helpful hints on the serving of coffee to a crowd.

The pamphlet is available to the trade in quantity lots at less than cost, \$3.00 per 100.

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